

# The National Underwriter

## LIFE INSURANCE EDITION

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### STEELE MADE MEDICAL SECTION CHAIRMAN

**Valuable Points on Disability Brought Out at Louisville Gathering**

### NON-MEDICAL DISCUSSED

**President Reynolds Predicts Unqualified Success for Plan of Accepting Unexamined Business**

LOUISVILLE, KY., June 10.—At the business session of the Medical Section of the American Life Convention, held here last week, Dr. J. B. Steele of the Volunteer State Life was elected chairman of the section and Dr. J. P. Montgomery, medical director of the Southland Life, was elected to the board of directors, succeeding the retiring director and chairman, Dr. M. M. Lairy. Dr. Montgomery thus becomes chairman of program committee for 1926.

The 1926 meeting will be held at Colorado Springs, the date to be decided later by the directors.

The Medical Section chose nine delegates and alternates to attend the meeting of the Life Insurance Medical Directors Association.

The delegates are Dr. John Evans, Farmers & Bankers; Dr. M. M. Lairy, Lafayette Life; Dr. E. W. Rheinheimer, Two Republics; Dr. J. H. Dunkley, Shenandoah; W. T. McKinney, Inter-Southern; A. J. Giesy, Oregon Life; Dr. F. H. Scholle, Kansas Life; Dr. J. W. Wear, National Fidelity; Dr. H. H. Young, George Washington Life. The alternates are F. M. Hanes, Security Life & Trust; Dr. A. H. Webb, Mid-West Life; T. B. Fisher, United Fidelity; E. M. Shepherd, Life & Casualty; W. W. Gill, National Guardian; James B. Eagleson, Northern Life; M. O. Austin, West Coast; L. L. Ball, Western Reserve; G. G. Lindsay, Scranton Life.

#### Views on Disability Given

Following the paper by Dr. J. T. and P. V. Montgomery of the Southland Life on the disability clause before the Medical Section of the American Life Convention last week, there was considerable discussion, in which a number of the members took part, including Dr. C. M. Whitcher, Royal Union; Dr. Carl Lovelace, Amicable Life; Dr. S. W. Gadd, Philadelphia Life; Dr. Jacobson, Central States of Missouri; and Dr. J. W. Wear, National Fidelity.

Disability clauses should provide for more frequent examination. As at present written the interval between examinations is one year. In view of the liberality far beyond the intent of the contracts which is accorded in the courts, the companies must protect themselves more fully. The courts seem inclined to construe permanent and total disability clauses as health and accident provisions, and if it will be necessary to pay on claims which are not strictly within the phraseology of "total and per-

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### CRISWELL IN CHANGE

**JOINS CHICAGO ASSOCIATION**

**Resigns as Executive Secretary of Cleveland Life Underwriters, Inc., to Become Business Manager in Chicago**

Clinton F. Criswell, for seven years executive secretary of the Cleveland Life Underwriters, Inc., has been appointed business manager for the Chicago Association of Life Underwriters, announcement of this having been made at this week's meeting of the Chicago association by President W. W. Williamson. Mr. Criswell is prominent in association work and since his connection with the Cleveland Association, that organization has achieved a national reputation. In announcing the appointment, Mr. Williamson expressed the opinion that this is one of the most decided forward steps the Chicago Association has ever taken, putting on a full-time man to handle the operations of the association.

#### Fine Record at Cleveland

Mr. Criswell started with the Cleveland association seven years ago as secretary. At that time the underwriting situation in Cleveland was about the same as it is in Chicago at present. There was rebating, twisting and evidence of lack of cooperation between the agents to such an extent that those who were interested in seeing that the fraternity be run as it ought to be, concluded to accept something in the way of better organization. Mr. Criswell went to the association with no experience in secretarial work and without life insurance experience. He had studied law and had been in the ministry for a number of years. Born in Albany, N. Y., in 1889, he studied at Columbia University and graduated in theology in Toronto in 1913. He received the bachelor of laws degree in 1919. He had been in the ministry in Peoria, Ill., from 1913 to 1919 and at the latter date gave up that work to become executive secretary of the Cleveland association.

In the seven years since that time, however, the association has grown to be one of the strongest in the company. It has the highest dues of any association in the country, general agents paying \$120 and agents \$24 annually. They have practically eliminated both twisting and rebating. They have been instrumental in placing some strong life insurance laws on the state books. They not only organized themselves, but they aided in organizing a number of other associations throughout the state and assisted in forming the state life underwriters association, the pioneer state association in the field.

#### Becomes Business Manager

Mr. Williamson had heard of the work in Cleveland and had visited the city to see the program that was in effect. As a result he took the matter up with the Chicago executive committee and they unanimously agreed that a similar move would help solve the problems in Chicago, thus Mr. Criswell will take the Chicago post effective Sept. 1, probably with the title business manager, as the Chicago underwriters feel that more truly represents the office than the title

### WRITES LARGEST GROUP

**PRUDENTIAL'S RAILWAY DEAL**

**Three Roads Cover Employees for Total of \$150,000,000—Booker & Kinnaird Agents**

LOUISVILLE, KY., June 11.—The largest single life insurance transaction in the history of underwriting—in the amount of protection involved—has been consummated here with the executives of three of the country's great railroad systems announcing simultaneously the adoption of a group plan submitted by the Prudential. This will protect the lives of more than 60,000 railroad workers for a total coverage of approximately \$150,000,000.

#### Roads Involved

The railroads involved are the Louisville & Nashville, Nashville, Chattanooga & St. Louis, and Louisville, Henderson & St. Louis. The arrangement was made through Booker & Kinnaird, local representatives of the Prudential.

There will be no medical examination regardless of age and the policy be effective on July 1 upon acceptance by 75 percent of the railroad workers.

#### Benefits Liberal

The amount of protection afforded each employee is based on monthly earnings, the lowest being for \$1,000 and the maximum for \$3,000 with \$1,000 additional benefits in the event of death from accident. There also are benefits for loss of limbs or eyesight and in cases of permanent total disability.

Those employees earning less than \$100 a month will be eligible for life insurance of \$1,000. For those whose earnings are \$100 but not more than \$175 monthly there is provision for \$2,000 of protection while all those earning more than \$175 monthly will be permitted to take \$3,000. Employees will contribute a portion of the premium.

Until this transaction was closed by the Prudential, the largest single life insurance policy had been that covering the Southern Pacific Railroad's employees.

secretary. For the first 60 days Mr. Criswell will make his headquarters with General Agent George Hoffman of the Guardian Life of New York, while making the rounds of the Chicago agencies and becoming acquainted with all the life underwriters. After the first two months a centrally located office will be opened as definite headquarters for the Chicago association.

#### Dailey Bill Introduced

Last week the so-called Dailey bill, designed to recodify and modernize the insurance laws of Illinois, was reintroduced in the senate as Senate Bill 522. It was advanced to second reading, but there is some doubt in the minds of those who are close to legislative affairs at Springfield as to whether or not the bill can pass at this session. The adjournment date is June 20, and there will have to be quick action on the Dailey measure if it is to become a law at this time of the general assembly.

### INSURANCE "AD" MEN MEET IN CONFERENCE

**Notable Program Arranged for Sessions Held This Week at Briar Cliff, N. Y.**

### PLAN APPEAL TO PUBLIC

**Problems of Especial Interest to Fire, Life and Casualty Men Taken Up at Group Meetings**

By GEORGE A. WATSON

BRIARCLIFF MANOR, N. Y., June 10.—Topics considered at Tuesday's sessions of the Insurance Advertising Conference covered a wide range. Company executives, advertising department heads, publishers and local agents presented various angles of the publicity question, all with a view to making more effective the message which it is intended to carry to present and prospective insured for their ultimate benefit as well as that of the insuring public.

While the subject was dealt with along broad lines at the general session in the afternoon, problems of especial interest to life, fire and casualty offices were dealt with at respective group gatherings in the morning, the free interchange of experiences and of opinions expressed proving decidedly helpful to the conference members and easily justifying, if such justification had not already been demonstrated, the existence of the organization.

#### Two Speakers Not Present

It was expected E. G. Snow, president of the Home and the Nestor among fire insurance company executives of the country, and Clarence W. Hobbs, special representative of the National Convention of Insurance Commissioners to the National Council on Compensation Insurance, as well as J. V. Barry, vice-president of the Metropolitan Life, and Charles Dobbs, managing editor of the "Insurance Field," would have been present at the luncheon, but unfortunately last minute happenings prevented either from coming.

Mr. Barry's talk was in his customary vein, which means it was a happy blending of the humorous and the serious, its burden being the duty of each individual to maintain an optimistic attitude and to see the silver lining that attaches to every cloud, however somber. Mr. Dobbs reviewed the great change that had taken place in the character of insurance company advertising during the past decade. In Mr. Dobbs' opinion the great expansion in the premium income of the companies since 1915 is attributable in no small degree to the change in advertising methods.

At the general session the speakers were President F. Highlands Burns of the Maryland Casualty, A. H. Reddall,

advertising manager of the Equitable Life; J. Mitchell Thorson, New York City insurance broker; W. S. Crawford, insurance editor, New York "Journal of Commerce;" B. N. Mills, assistant secretary Bankers Life of Iowa; Harry E. McClain, local agent, Shelbyville, Ind., and John A. Price of the People's Savings and Trust Company, Pittsburgh.

The desirability of the insurance journals standardizing their page sizes was discussed, as was the question of waste in the distribution of statistical charts. A. L. J. Smith, president of the "Spectator," made a strong argument in the latter connection for the wide circulation of charts, holding the dissemination of such data among property owners, as well as local men, would be distinctly beneficial to the insurance business as a whole.

#### Haley Fiske's Address

An address, comparatively brief, but informative and earnest, by Haley Fiske, president of the Metropolitan Life, featured Monday's session. Recognizing that life insurance must be sold through the efforts of its field force, Mr. Fiske said his company had done comparatively little advertising until three years ago, when it began an extensive publicity campaign, featuring through the medium of magazines of wide national circulation, and more recently through the radio as well, its educational work, offering to the public valuable data regarding health preservation, but carefully refraining from any mention of insurance. The idea of Mr. Fiske was that by suggestion rather than direct solicitation the prospect should be made to feel his need for protection and to seek it.

#### Would Avoid Use of Statistics

In preparing publicity matter President Fiske would avoid the use of statistics, save in the simplest form, would have both text matter and illustrations interesting and strictly truthful in their every statement. He particularly warned against displays that even remotely savored of vulgarity, and maintained that the present trend was away from anything of such nature. He further suggested that in the preparation of advertising material free use be made of topics of general interest, while the entertainment of readers as well as their instruction should be by no means overlooked.

After the gathering had been called to order by President E. A. Collins and the objective of its present program explained by Secretary John G. Mays, Luther B. Little of the Metropolitan Life told of the possibilities of the radio from an advertising standpoint. Since his company began broadcasting its health talks, more than 100,000 of its charts have been distributed following requests to that end from 60,000 persons. Until some practical plan had been devised for equitably financing the cost of broadcasting service it was Mr. Little's opinion that the medium would not be generally used.

#### Shows Strides in Business

The great strides made in insurance advertising during the past decade were pointed out by Charles Dobbs, managing editor of the "Insurance Field," in his address before the conference. Mr. Dobbs said that insurance has made tremendous progress during the past decade and this progress has been reflected in the advertising. He said he believed that one of the reasons the insurance business has enjoyed such remarkable progress is that the advertising page has been made to vie in interest with the news page. There is no business with more to advertise than the insurance business and there is no business that could gain more by advertising. Thus the old system of display cards, changed so infrequently that figures were often shown two or three years old, gave way to an advertising system that has made the editorial side of the business reflect the change. Mr. Dobbs spoke entirely of the trade journal advertising and said that this advertising has added to the influence and importance of the insurance press and made it more represent-

## FEDERAL'S NEW PLAN

### CONFIDENCE CLUB IS FORMED

Agents Eligible to Write Non-Medical Insurance Carefully Selected by Chicago Company

In entering the non-medical field, the Federal Life of Chicago has adopted a unique method of selecting those agents that are to be allowed to exercise the nonmedical privilege.

The plan is explained to each manager and a certain limit of nonmedical business is assigned to his agency. He is then told to select carefully those agents for whom he will stand responsible in the writing of nonmedical business. He will submit a list of these agents to the home office, and upon approval by the home office, each of those selected will receive a card announcing that he has been enrolled as a member of the "Confidence Club," which membership carries with it the privilege of writing a limited number of applications for life insurance without medical examination.

In addition to having a recommendation of the general agents, the solicitor in order to qualify as a member of the Confidence Club must be a full time agent and have been with the company at least three months.

#### Depends on Agents

Vice-President L. D. Cavanaugh, actuary of the company, states that he believes the success of the non-medical plan depends entirely upon the agents and it is for that reason that these restrictions are being thrown about the writing of the non-medical business.

The amount of non-medical to be written during the rest of the year is limited to \$5,000,000.

If an agent elects to apply for membership in the confidence club he must sign a written application for the privilege of writing non-medical life insurance. In this he takes cognizance of his own responsibility in the selection of risks. He must write all of his business coming within the non-medical limits of the company on that basis, until his quota has been reached.

#### Policy Limits \$500 to \$2,000

The non-medical plan applies to applicants between the ages of 16 and 45 and all amounts between \$500 and \$2,000. Women are eligible only if self supporting, and the premium paid from own earnings or investments. Applicant must be of the white race and be able to read, write and speak English. One year must elapse before another non-medical application will be considered.

tative of the business itself. He also said it has created business.

#### Insurance Journals Organize

Representatives of nine insurance journals in attendance at the Insurance Advertising Conference formed an association, electing L. Alexander Mack of the "Weekly Underwriter" as chairman and Clifford DuPuy of the Underwriters Review as secretary. The purpose of the organization is the interchange of views on subjects of common interest. This resolution was unanimously adopted:

#### Resolution Adopted

"Resolved, by the insurance trade papers represented at Briar Cliff Lodge, that they are heartily in favor of cooperating with the members of the Insurance Advertising Conference in order that the great business of insurance may be furthered in every way. The representatives of the insurance trade press wish to express to their appreciation of the excellent address made by President Haley Fiske of the Metropolitan Life, which emphasized the importance of the local agent in the success of the insurance business."

## DANGER IN BIG CASES

### OFTEN CURTAILS PRODUCTION

Agency Managers Cautioning Men Against Overlooking Small and Average Applications

MILWAUKEE, WIS., June 11.—The increasing desire of life insurance agents to write big cases is curtailing as much as it is helping volume production in Wisconsin and probably throughout the United States, in the opinion of agency heads here, recently interviewed by a representative of THE NATIONAL UNDERWRITER.

Local general agents and agency managers are now practically all embarked on independent campaigns, cautioning their field representatives against overlooking small and average applications in their quest for big business and, if the situation becomes more acute, several hinted, some cooperative campaign or plan for concerted action may be worked out.

#### Lay Stress on "Ones and Twos"

E. L. Carson, Milwaukee, agency manager for Equitable Life in Wisconsin, introduced a pertinent paragraph on the situation in his June issue of "The Message," monthly organ of the Carson agency. He says: "The larger cases are mighty fine but don't overlook the ones and twos."

Other heads of large Milwaukee agencies are continually advising their producers in much the same way, both in their periodicals and in addresses at their agency and district meetings. An instance of the effect which the condition is having in some agencies is exemplified in the production of one well-known local agent. This man paid for more than \$1,000,000 with his own company last year but to date this year has only completed one application for \$25,000.

#### More Uncertainty on Bigger Cases

He, of course, has several large cases "in the mill" but, undoubtedly, if he had distributed his time between smaller as well as larger cases he would have had a nice paid-for volume now as well as his prospective business. It is the experience of life underwriters today that the bigger the case the more uncertain its development is until actually paid-for, examined, and the policy delivered.

The circumstances of this agent are not unusual, local general agents and managers agree, but could be paralleled in almost every agency force throughout the country.

#### Volume Holding Up Well

At the present time the volume of business produced by the various agencies is still holding up well and gaining in most instances. Considering the number of big cases being received, however, the gains should be larger than they are. Local life insurance agency heads believe, too, that specialization on big accounts is not in keeping with the policy of service which is due United States citizens. They hold that the small policy should be just as welcome and as sought-after as the large policy.

For service, therefore, as well as for the protection of their volume of business and the prevention of any general discouragement of any of their good agents through a series of failures in attempting to write big business the Wisconsin personal producers are being urged to remember the ones and twos, for in them lies the bulk of the business.

#### Continental's May Record

The Continental Life of St. Louis, Mo., in May wrote \$3,549,273 compared with \$2,482,799 in the same month last year. This brought the company's written business for the year to \$15,925,414 against \$11,148,806 for the first five months of 1925.

## WAITING PERIOD ONLY

### AETNA MOVE ON HEALTH LIFE

Coverage From First Day Will Be Granted Hereafter Only Through Attachment of Rider

The Aetna Life is now issuing all its health policies and the health section of disability policies with a two week waiting period. Where coverage from the first day is desired, it will be handled by the attachment of a rider, for an additional premium. The company is encouraging the use of an elimination period in connection with accident policies, as it does not consider that there is a moral hazard involved in that class of business, but will write them with the waiting period if desired, at a lower rate. The Aetna considers that the adoption of a standardized two week waiting period is much more satisfactory than issuing policies for waiting periods of various lengths.

#### Social Insurance as Precedent

In support of its adoption of the waiting period idea, the Aetna Life points out that in every form of social insurance, including workmen's compensation in the United States and all of the various state insurance plans in Europe, there is a waiting period, usually of one week. In the formation of benefit associations among employees of manufacturing plants, without any influence or advice from insurance sources, there has been a general agreement on a waiting period. If a waiting period of one week is the general standard for industrial workers, it contends that the preferred classes, among which most of its business is written, can easily stand two weeks' elimination.

#### Put on Business Basis

It is conceded that the loss of time through illness is probably the greatest single factor of loss to the American nation, and it is believed that the adoption of the waiting period idea will make it possible to cover more people at a cost that they can meet, and make it possible for the business man to buy health insurance on a business basis. The plan is based on the needs of the insuring public, rather than on its desires.

The Aetna officials predict that within five years policies covering from the first day will be withdrawn by all companies.

#### Would Cut Down Cancellations

The Aetna has also put into force another important innovation in its accident and health department in the establishment of a conservation division for the purpose of reducing the number of cancellations on account of physical impairments. Special efforts are now being made to try to find ways and means of continuing the policy in force if at all possible. On overweights, for example, a definite schedule of increased premiums at which the business will be carried has been worked out, depending on occupation, age and other factors. Every policy on which cancellation is suggested is first reviewed by a committee of home office underwriters and then by a special substandard committee. The policy is not cancelled unless both of the committees decide that the case is hopeless.

#### Only 11 Cancellations in 12 Weeks

As a result of this policy it was stated recently by Logan Bidle of the home office accident and health department that only 11 policies had been cancelled during a period of 12 weeks, out of thousands which have been reviewed.

The Aetna is continuing its policy of postponing cancellation or the addition of riders or agreements until the expiration day of the policy, although it is admitted that the practice is costing the company considerable money.

## EFFECT OF MODERN SYPHILIS TREATMENT

Some Cured Cases Are Eligible for Life Insurance, Say Medical Directors

### USUALLY MUST BE RATED

Extreme Care in Diet and Moderate Living Habits Essential—Experience Too New for Judgment

LOUISVILLE, KY., June 10.—Most thorough treatment was given the subject of "The Effect of the Modern Treatment of Syphilis" at the meeting of the Medical Section of the American Life Convention. Dr. B. F. Byrd, medical director of the National Life & Accident, read the chief paper. He was especially prepared for this task as he spent a number of years of specialization on the treatment of genito-urinary diseases, including clinical experience.

#### Is Old as Mankind

Dr. Byrd commented at length on the history of the disease, which is apparently as old as mankind, for it is described in ancient Chinese records, appears again in Assyrian documents and, in fact, seems to have been known and described as far back as antiquity can take us. Mercury has been known to be a specific for the scourge for a long period of time, though it is only in comparatively recent years that real advance has been made. Modern treatment uses salts of mercury, of arsenic and of bismuth together with their derivatives with success. These are introduced intravenously, intramuscularly and subcutaneously.

#### Cures Frequently Made

Cures are frequently made, at least so far as clinical symptoms are concerned. Blood specimens and lumbar punctures react negatively to the Wassermann tests after such cures and the progress of the disease is definitely arrested. The patient is by no means immune to reinfection nor indeed to a recurrence, though the latter is unusual where early treatment has been given. Unfortunately, men with syphilitic records cannot be considered good insurance risks, generally speaking, for the drain on their constitutions lowers their vitality and leaves them more readily subject to other diseases which they are unable to resist. This is especially true where excesses of drinking, smoking, eating and physical exercise are committed. The man who is cured and who follows strict, careful and moderate living habits need fear little danger from his having had the disease.

#### Sometimes Standard Risks

Indeed, in the latter condition, men are frequently good risks at standard rates. This condition presupposes that treatment was secured during the primary stage of syphilis. At this time, the germs seem to be more readily accessible to the medicines, whereas in the secondary and later stages, they are more deeply imbedded in the tissue structures of the body with consequent added difficulties in their elimination. If a cure has been satisfactorily made and all chemical symptoms a year or two later indicate freedom from infection, it is a good risk from the insurance company's standpoint, and at standard rates, if other conditions are favorable.

Cured cases affected during the second stage may be accepted as rated cases after a year or two. These two conditions emphasize the absolute necessity of treatment as soon as the patient discovers any of the symptoms. Prompt

## PUSH SALARY SAVINGS

### GUARDIAN EXPLAINS ITS PLAN

Limitations as to Issuance of Business Without Examination Outlined to Field Men

The Guardian Life in introducing salary savings insurance to the field men has issued complete instructions as to the plan of procedure in writing this form of insurance. To show the employer how his employees may take advantage of this plan without cost to the employer, a very attractive booklet has been prepared and distributed entitled "Mr. Micawber and Salary Savings."

Under the salary savings plan non-medical business will be accepted on individual applications up to \$5,000 and age 50. This is an increase over the limits of the Guardian's regular non-medical ruling, which limits applications to \$2,000 and age 45. As in the regular non-medical, non-examined salary savings is not acceptable south of the northern borders of North Carolina, Tennessee, Arkansas, Oklahoma and Texas and in Colorado, Washington, Iowa and Nebraska. Term insurance, too, is not accepted on a non-examined basis.

#### Individual Applications to \$10,000

Liberal provisions have been made for examined business in that individual applications may be accepted up to \$10,000 on the Guardian's short form of medical examination on any plan, including term insurance.

Policies will be issued on all of the regular plans and subject to the usual limitations. If the number of employees applying is under ten, the minimum monthly premium accepted in the case of each employee is \$10. If more than ten employees apply, this minimum will not be required, but in no case will a policy be issued calling for a lower monthly premium than \$1. The rate charged will be the monthly rate as given in the rate book. Insurance becomes in force when the application is approved at the home office.

The first efforts of Guardian field men to sell salary savings will be devoted to Guardian policyholders who are employers. The plan, in brief, is to extend to these policyholders the regular Guardian services, and then broach the subject of salary savings for their employees.

action is the greatest hope of a successful and rapid cure.

As a general thing, applicants with syphilitic histories should be rated since their expectancy is cut down. Added caution is necessary because it is difficult to determine from the ordinary history anything adequate either about their treatment or the reputation of the treating physician. While it is true that a certain percentage of diagnosed cases never had the disease, the opposite, that the treatment was made by physicians posing as specialists, is far more apt to be the case. For every man treated by a real authority, a dozen will get into the hands of advertising specialists who are too often more interested in the fee than in the patient. From this the importance of correct diagnosis is apparent.

#### More Time Needed

It is yet too early to judge adequately the effectiveness of modern treatment since not enough time has elapsed to secure proper insurance records on actual cases. Extension of experience is necessary for a broader and clearer view which can serve as an absolute guide.

Assisting Dr. Byrd in this discussion were J. I. Evans, M. D., Farmers and Bankers Life; C. B. Irwin, M. D., North American of Illinois; and H. A. Baker, M. D., Kansas City Life.

## EXAMINER AND AGENT

### RELATIONSHIP IS DISCUSSED

Best Physician Not Always Best Examiner—Agents Sometimes Expect Too Much of Doctor

LOUISVILLE, KY., June 10.—"The Relation of Field Examiner to the Agent and the Company" was a topic discussed before the Medical Section of the American Life Convention last week by Dr. Duane W. Propst of Chicago, Dr. T. Hugh Young of Nashville, Dr. W. T. McKinney of the Inter-Southern and Dr. J. R. Neal of the Mutual Life of Illinois.

#### Heads Examining Specialists

Dr. Propst is a director of an organization of medical men which specializes on insurance examinations, a bureau that has been exceptionally successful in this innovation. It has been his experience that the professional examiner helps the agent materially, whereas the general practitioner who does insurance examining incidentally is often a handicap. At present the tendency in appointing examiners is that it is done through the home office staff. Formerly the examiner received his appointment at the behest of the general agent, and then occasionally so that the latter could secure an application from the doctor.

#### Agents Impose on Examiners

It is a peculiar fact that agents often expect the examiner to do most of the work, especially where the agent desires to secure an application from an unwilling prospect.

Lack of uniformity of examination blanks, as between companies, is a considerable handicap to the examiner who makes this branch of medicine his specialty. Another problem is that of securing extra specimens. Up to a limited number, this is all right, but where the home office requires several, extra compensation should be granted. Dr. Propst asks that the directors be meticulous in backing up the examiners.

#### What an Examiner Must Be

Dr. Young's remarks especially outlined the requirement for an examiner. These included:

1. Graduation from a class A school of medicine.
2. Hospital experience.
3. Pleasing personality.
4. Interest in work of making examinations.
5. Engaged in active practice to avoid being in a rut.
6. Upright and honest in character.
7. Firm in conviction on risk, once it has been examined.
8. Neutral as between companies as well as between agent and company.

#### Must Judge Agents

According to Dr. Young, not all practitioners make good examiners. Furthermore, an examiner should be able to judge agents so that he can know when impositions are attempted.

In conclusion Dr. Young called particular attention to the success with which health examinations of policy holders had met. He felt that the medical examiners were to be thanked for this contribution.

#### Searle in New York Office

Starting June 1 William A. Searle, assistant to President Clegg of the National Association of Life Underwriters, is permanently located in New York at the office of the executive secretary of the association, Everett M. Ensign. It is held that by transferring Mr. Searle's office from Philadelphia to New York he will be in closer touch with the machinery of the association. As he is in the field most of the time it is believed by President Clegg that this step is a wise one for the association.

## IS "CURED" TUBERCULAR PATIENT INSURABLE?

Medical Section Discusses Consumptive Who Has Changed Residence

### WATCH FAMILY HISTORY

Such Cases Must Be Considered Individually—All Other Factors Must Be Favorable

LOUISVILLE, KY., June 10.—Guidance for insurance companies passing on the class of men who change their domicile in order to combat tuberculosis was furnished in the discussion before the Medical Section of the American Life Convention led by Dr. J. E. Kinney of the Farmers' Life of Colorado, who spoke on "The Insurability of Those Migrating for Tuberculosis and Other Respiratory Impairments."

Others who participated in the discussion were Dr. E. W. Rheinheimer of the Two Republics, Dr. J. W. Ames of the Capitol of Colorado, Dr. Frank L. Grosvenor of the Travelers, Dr. J. I. Turner of the Jefferson Standard and Dr. Carl Stutsman of the Merchants Life.

#### Many People Have Infection

Dr. Kinney pointed out in his paper that a very large proportion of the population is infected with tuberculosis without having active trouble. A small percent develop clinical tuberculosis. When the disease is active they are not insurable. After "recovery," or the disease is "arrested," insurance may be entertained, but much depends upon the degree of the involvement previous to "recovery." The question especially to be studied is: "How was his resistance lowered, so that the disease 'got' him?" It is not infection but lowered resistance and break down that sets the date for the onset of the disease in adult life.

He discussed at considerable length the controversy that has been waged as to whether climate has any favorable effect in the treatment of tuberculosis, giving the arguments advanced on both sides. His own conclusion was that it was a favorable factor but that where the patient had to worry about finances after making the change, that condition offset the benefits. He reviewed the experience of many Colorado sanatoria to show that the high tuberculosis death rate there was due to the fact that so many were in the advanced stages of the disease when received.

#### Change to Higher Altitude

It was the general opinion as brought out in the discussion, that of those who move as a means of combating tuberculosis, which ordinarily means moving to a higher altitude and drier climate a large proportion die within the first year. Those who recover may be completely cured but even then consideration for insurance must be carefully weighed. Where the cure has been affected during the primary stages of the disease, applicants who are favorable in every other way and whose weight is satisfactory are generally satisfactory risks after three or five years.

#### Effect of Changed Residence

A cure in the higher altitudes depends not only on the ability of the patient to throw off the affliction but other elements count very strongly. The psychological surroundings are of immense importance. A man leaves a country that he knows to go to an unknown land where there are no friends to cheer him on in his fight. He becomes introspective and morose. He has not

the strength to employ his time at diversions that will free his mind of his troubles. Too often the money necessary to insure complete rest is unavailable. The majority migrating have insufficient means to employ the change to best advantage.

#### Local Sanatoriums

Dr. Hunter told of the methods now being followed in his state of South Carolina, where sanatoriums are built by the commonwealth for the tubercular. It has been definitely established that better results are obtained where the cure is affected in the vicinity of the home of the patient. There is then no problem of establishing himself financially in a new community. When cured, he does not have to undergo marked changes of climate, humidity and altitude in returning to his home. One of the lessons taught at these community sanatoriums is the necessity of a balanced diet. It has been found that proper feeding is essential to curing and maintaining the health of the consumptive.

#### Lowered Vitality Found

It is well established that a man having suffered an attack of tuberculosis has a greatly lowered vitality. Even when his case is definitely arrested, he's not a good life insurance risk. The family history in such submitted cases is of prime importance. Where it is found that the applicant's family has any history of tuberculosis, the risk will not usually be considered favorably.

To consider the insurability of those who migrate to combat tuberculosis, no general rules can be observed. Each case must be governed by the individual circumstances surrounding the applicant.

#### MAKES A SPLENDID RECORD

##### General Agent Felkel Writes 521 Applications in May for Continental Life of St. Louis

A wonderful achievement was made by F. W. Felkel, general agent of the Continental Life of St. Louis for South Carolina, in writing 521 applications in May. Mr. Felkel made this record by his own efforts, without the help of his agents, the agency itself, outside of his production, having one of the best production months in May in its history.

The Continental Life believes that this is the highest record ever made by one man in a single month without help. Mr. Felkel is a consistent producer. Last October he turned in 201 applications, and in March led the entire organization of the company in a contest that included the largest volume of applications.

#### Has Tasty New Publication

Volume 1, No. 1, of "Security Mutual News," came from the offices of the Security Mutual Life of Binghamton, N. Y., last week, a new publication published "from time to time" for policyholders and friends of the company and edited by Clark R. Jackson. The little magazine is of a very superior quality, both as to typographical appearance and contents. Many forceful appeals to the insurance buyer are made in its pages.

## YOUNG COLLEGE MAN FIXES PLAN OF LIFE INSURANCE WORK FOR HIMSELF

**E. E. SMITH**, son of General Agent A. C. Smith of the Massachusetts Mutual Life at Mattoon, Ill., has become actively engaged in the business in his father's agency. He recently submitted what he terms a "Plan for 1922." He is a graduate of the University of Illinois, last year's class. He has outlined a scheme that he expects to follow during the year, so that his work will be systematic and effective. Here is the schedule:

#### My Goal

##### I. Amount

- A. For the year—\$200,000.
- B. For each month—\$18,000.
- C. For each week—\$4,000.

##### II. Applications—not less than 2 each week

#### My Plan

##### I. Securing Prospects

- A. Cultivating new acquaintances.
- B. Getting suggestions from new applicants or prospects.
- C. Working on friends and acquaintances:

1. Young men (clerks, salaried men).
2. Sons of business men.
3. Young business men.
4. Successful business men.
5. Railroad employes.
6. Farmers (May, June).

##### II. Seeing Prospects

- A. I will start each morning with a list of 15.
- B. I will see at least ten during that day.

- C. My interviews will test my ability. If they are numerous, all right—if not, I shall investigate.

- D. I will not waste so much time on men who cannot afford to carry much insurance because there are many who can carry it.

##### III. My Interviews

- (They have been fairly successful, but they have been too few.)

- A. Make more definite appointments.
- B. Go to the home of the prospect, it is easier.
- C. For every call, try to arrange for an interview, fight for it, if nothing else—then try to sell him when I have plenty of time.

- D. Continue the practice of bringing prospects to the office at night.

#### IV. Records

- A system of records must be kept to show the result of every call and interview.

#### V. Sales Talk

- A. I must learn to improve it—it is too much the same in all cases.
- B. I must give this important part of my work more study and thought.

#### VI. Study

- A. I will spend at least one hour each day, studying life insurance.
- B. My text will be:
  1. Diamond Life Bulletins.
  2. Life Association News.
  3. Radiator.
  4. R. & R. Service Bulletins.

#### VII. Personality—as a salesman I must make a good impression

- A. I must be agreeable and cheerful.
- B. I must look like a business man.
- C. I must consider the feelings of others.

- D. I must keep my friends and acquaintances.

- E. I must cultivate personality.

#### VIII. Correction of My Faults

- A. I must gain confidence in myself.
- B. I must learn to keep my own counsel.

- C. I must not omit the big men.
- (I will add to this list during the year.)

#### My Working Day

- 7:45—Office.
- 8:15—Start soliciting.
- 11:30—Return to the office to check morning's work.
- 12:00—Lunch (if no work can be done).
- 1:15—Office.
- 1:30—Start soliciting.
- 5:30—Return to office to check day's work.

- 7:30—If possible, have appointment. If not, plan for next day.

This plan is a working model which I shall try to follow. Some of it is the routine that goes on in my daily life regardless of whether or not I have a specific plan. For example, it is natural to cultivate new acquaintances, it is natural that I should know that I must be agreeable and cheerful. But if I don't incorporate those things in a

definite plan I am liable to forget the value and think of them only occasionally.

I have worked out my quota on the following basis:

I will make at least 10 calls per day. This should and must result in 5 interviews.

Five each day for 25 days makes 125 per month.

Counting 8 percent as the ratio of applications to interviews, we find that according to figures we have 10 applications.

Figuring that these will average a most \$2,000 each, we have the quota \$200,000 for the year.

#### Ohio State Breaks Records

John M. Sarver, president of the Ohio State Life, announced this week that May was the greatest month in the history of the company. Each month this year has shown an increase in business over the preceding month and over the corresponding month in previous years. In May J. L. Wickoff of Indianapolis was the largest individual producer while the Michigan agency under the leadership of Willard K. Bush of Detroit reported the largest amount of business of any agency. Monday all the agencies of the northeast Ohio agency, under the leadership of Manager Carl Adams, held a meeting with D. F. Shafer of Mansfield and George Hayden of Newark, as the principal speakers. The two men are members of the committee in charge of the campaign for \$7,500,000 new business now being put on by the agency. The campaign ends July 25, the 10th anniversary of the company.

#### John Hancock Indiana Meeting

At the annual state agency meeting and dinner of the Indiana representatives of the John Hancock Mutual Life held in Indianapolis, E. E. Flickinger, state agent, in tendering the dinner specified that it was honor of William Schwartz, who has completed 32 years of service with the company. Dan W. Flickinger presided at the morning session and the speakers were John W. Jay, E. E. Flickinger, B. A. Burkart, "Office Cooperation;" Ray O. Woods, "Getting Policyholders along with Signatures;" Oliver O. Laughlin, "Meeting Problems in Rural Territory;" Joel L. Traylor, "Conservation;" Frank L. Jones, "Life Underwriting as a Career;" C. A. Duffield, "Message from the Home Office." The meeting then adjourned for luncheon after which Dr. Flickinger spoke on "Thirty-Two Years of Service." Massur B. Oakes, president of the Insurance Research and Review, spoke on "Automatic Success." There were a number of musical numbers. Joel L. Traylor was in charge of the program.

#### Report Biggest May

The American Life Reinsurance of Dallas and Chicago reports a total production of \$2,538,332 for May, which is said to be the greatest May record in the history of the company.

Total applications received for the five months ending May 31 are more than \$1,000,000 ahead of the company's production for similar period last year, so that indications are that the American Life will again break all records in volume of business received for the year. This volume of new business justifies the belief that the American Life will reach the \$52,000,000 mark in paid-up business in force on June 30.

## CHANGES IN DISABILITY POLICIES

Brief Review of News About Policies, Riders and Rates, Which Are Given in Full in the Policy Analysis Section of The A & H Bulletins, Published Monthly by The National Underwriter Company.

#### MASSACHUSETTS BONDING

The "Sterlingworth Accident" is a new policy recently issued by the Massachusetts Bonding. This policy carries all of the regular clauses, also a special provision paying cost of X-ray photographs made necessary by reason of accident. It pays for life during total disability and one-half weekly indemnity for 26 weeks for partial disability. Hospital indemnity payments are continued for not more than 15 weeks at one-half the weekly indemnity rate. This policy, with \$1,000 principal sum and \$5 weekly indemnity in the select class, carries a premium of \$5.

The "Sterlingworth Disability" policy has the same accident coverage as the

Sterlingworth accident policy. It provides 52 weeks of weekly indemnity for confining illness and an equal time period for payments of non-confining disability at the rate of one-half the weekly indemnity, but the total period for payment of disability shall not extend over one year. The rate on this policy ages 18 to 50, \$1,000 principal sum and \$5 weekly indemnity, is \$13, in the select and preferred classes.

#### MUTUAL LIFE OF ILLINOIS

The Mutual Life of Illinois announces that hereafter no application for a policy providing more than \$200 monthly illness indemnity will be considered on applicants over 50 years of age.

M. A. NATION, Pres.

CHAS. E. WARD, Sec'y.

# Universal Life Insurance Company

Dubuque, Iowa

WE WANT GOOD MEN

## LOCAL ASSOCIATIONS BROADEN THEIR SCOPE

Extension of Activities Expected  
to Result in Larger Sales  
With Less Resistance

## SEARLE DOES GOOD WORK

Recent Visits to Various Cities  
Have Awakened Especial Interest  
in Subject of General Publicity

The trend of events, judged by news dispatches recently appearing in the insurance papers, seems to indicate that local associations of life underwriters are broadening the scope of their activities in a direction which will unquestionably result in the sale of larger volumes of life insurance with less sales resistance. Interest has been generated in several larger cities by the visit to these cities of William A. Searle, who recently was placed in the newly created position of assistant to the president of the National Association. Mr. Searle has had considerable experience in the past in organization work, and it is earnestly to be hoped that the movement he has started will continue to gain impetus.

### Believes in Publicity

Mr. Searle is quoted as saying that industrial insurance agents are the only people engaged in the life insurance business at the present time who are carrying a message to the masses of American people. He praises rather than criticizes their mission, but he does not think that efforts to educate the public should stop here. Mr. Searle believes in publicity. Following his visit to Birmingham, Ala., the agents there inaugurated a publicity campaign. After he talked to the Richmond association a few weeks ago, its executive committee immediately undertook an intensive canvass of the members to ascertain what they wanted that association to do to help its members. The results of this canvass have not yet been made public.

### Problem of Financing

It is the consensus of underwriters everywhere that one of the effective ways to interest the public in life insurance is through the medium of local newspapers. The New York City association has already undertaken this. Griffin M. Lovelace of New York University is preparing the copy for the articles which appear in the papers. Mr. Lovelace is no less a writer than a teacher. He knows how to put across a message that will reach the reader audience.

Paid advertising costs money, and wherever it is attempted, the agents will first have to solve the problem of financing. There are two ways of raising money to defray publicity campaigns. One is by increasing the cost of membership in the local association, and the other is by a voluntary tax assumed by the agent, and based on the amount of insurance he pays for.

### Two Systems of Dues

Some associations will undoubtedly vote for a flat increase, and others for graded dues. Each system, regardless of whatever merits it may possess has some offsetting disadvantages. The larger flat dues tend to keep the small producer, the man the association would like to reach and help, on the outside. Some of the industrial agents in Baltimore have complained that the cost of membership in that association was beyond their reach. If a graded scale is

## SOME RECENT COURT CASES THAT INVOLVE LIFE INSURANCE

### When Acceptance of Promissory Note Constitutes Payment of Premium

Plaintiff sought to recover on a policy of life insurance. The policy contained the provision that it was automatically non-forfeitable after premiums had been paid for three full years and that upon failure to pay any renewal premium the policy was to continue as non-participating paid up insurance or the principal sum insured. The first two annual premiums were paid in cash and in payment of the third premium defendant took from the insured a promissory note which provided that if the note were not paid at maturity the insured would be released from all liability under the policy until it was paid, accompanied by evidence of good health satisfactory to the company, except as otherwise provided in the policy after three full years' premiums had been paid. The note was never paid. Defendant contended that as the note was not paid when due the policy lapsed on that date. Plaintiff contended that the note was accepted in lieu of the year's premium.

Held: The acceptance of the note was payment of the third year's premium. The provision in the note forfeiting the policy for non-payment when the policy contained no such provision was nugatory.—*Ritter vs. American Life*. Supreme Court of South Dakota.

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False answer by applicant for life policy that she was not pregnant held to preclude recovery on policy for death caused directly or indirectly by pregnancy. In *Fraternal Aid Union vs. Miller*, supreme court of Oklahoma, 234 Pac. 357, the insured, a married woman, made application for a certificate of insurance. In answer to the question, "Are you pregnant?" in the application the insured answered "No." In addition the application contained the following provision, to which the insured subscribed:

"I hereby waive all benefits paid under the laws of the order, in event of my death or disability resulting directly or indirectly from my being pregnant at this time."

Thereafter the insured died. The fraternal contested payment of the policy in question on the ground that the death of the insured was caused directly or indirectly from pregnancy, which existed at the time the application was made.

Upon the trial of the cause the proof showed conclusively that the death of the insured was caused as the insurance company contended. On this state of facts the court in holding there could be no recovery under the policy said:

"We are inclined to the view, that, under the authorities here cited, it was competent for the parties to make an insurance contract excepting the insurer from liability for either disability or death resulting directly or indirectly from existing pregnancy; and as to such

adopted, the brunt of the burden will fall on the managers and general agents. Possibly many of them will not object, but some of the producing agents express themselves as fearing that if the managers and general agents have to "pay most of the freight" they will feel that it is only just that they be given a more active voice in the management of the association, and if this is not accorded to them, it may result in the organization of separate clans, one composed of managers and general agents, and the other of writing agents. A situation of this kind obtained in Chicago for a number of years, but the two organizations, with some difficulty, were finally amalgamated. Those who have the interest of association work at heart do not wish to see a splitting of underwriters into factions, much less separate entities, one reflecting the

risk there was in fact no insurance contract made, and there being no contract of insurance covering the excepted risk, a recovery cannot be upheld."

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Validity of Assignment of a Policy Valid at its Inception.—The insured took out a policy in the Mutual Aid Union, a fraternal, naming his wife as beneficiary. Thereafter, upon application of insured and his wife, Alexander, who had no insurable interest, was properly designated as the new beneficiary, in accordance with the association's laws. Held that Alexander was entitled to recover on the policy. Such policy having been valid at its inception was not invalidated by substitution of new beneficiary, even if it were construed as an assignment. An assignment of a policy, however, to one having no insurable interest was void, if made pursuant to an agreement at time of issuance of the policy. *Mutual Aid Union vs. Alexander*. Sup. Ct. Arkansas.

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Conditional Acceptance of Application for Reinstatement of Life Policy Held Not to Render Insurance Company Liable on Policy.—In *New York Life vs. Duff's Administrator*, court of appeals of Kentucky, 270 S. W. 51, an action was brought to recover upon a life policy. The company denied liability on the ground that the policy had lapsed at the time of the death of the insured.

Upon the trial it was in evidence that the insured had defaulted in his payment of a premium. He thereafter made application for reinstatement and this was conditionally accepted by the company pending investigation into the state of the insured's health at the time. While the company was making this investigation the insured died. On this state of facts the court in holding the company not liable on the policy said:

### Company Held Not Liable

"Promptness in the payment of premiums is essential to the life insurance business, and definite provisions to require prompt payment of premiums and premium notes are enforceable. The company was indulgent to the extreme. In less than seven months there were three defaults by the insured in the payment of his premium and premium notes.

"The policy was not reinstated by the application filed with the company. \*\*\* By the plain terms of the policy, the application for reinstatement, the note, and the receipt given therefore, the company was given the right to say whether or not it considered the applicant insurable before accepting the note. It was making an investigation to determine that very fact when the applicant died just five days after the company had received the application. No affirmative act was done by the company which could by any possibility amount to an acceptance of the application."

viewpoint of the general agent, and the other that of the field man.

Probably on the whole, most associations will find it more satisfactory to defray the cost of their publicity campaigns by a direct, voluntary tax on the amount of insurance written. No one entertains the delusion that it will be comparatively easy to effect this. Some will demur. Others will be unwilling to contribute, but those who have a conviction that a better understanding of insurance in the public mind is needed to increase its sale will view the matter broadly, and will be willing to make the small sacrifice necessary to bring it about. They will not be unselfish enough to withhold their contributions to support the movement because everyone is going to derive benefit from it—both those who join in the movement and those who do not.

## REPORTS ON STUDY OF INSULIN TREATMENT

One Hundred Cases Included in  
Paper of Dr. Parker of the  
Peoria Life

## SAVING FOR COMPANIES

But Point Not Yet Reached Where  
Diabetic History Does Not  
Disqualify Applicant

A topic of unusual interest to the delegates to the Medical Section of the American Life Convention was that by Dr. George Parker, medical director of the Peoria Life, entitled "A Report on the Physical Condition of Over One Hundred Cases of Diabetes Mellitus After Insulin Therapy." This report told of the results achieved by the use of the new and widely advertised insulin pancreatic treatment. He was assisted in the discussion by Dr. F. L. Truitt of the Reserve Loan, Dr. J. W. Wear of the National Fidelity, and Dr. F. H. Fox of the Northern States Life.

### Had Valuable Experience

Dr. Parker has been fortunate in having personal knowledge of a large number of cases of diabetes mellitus over a considerable period of time. He has received periodic reports from over one hundred patients and his experience enables him to speak with authority.

The preliminary step in the treatment is to place the patient in the hospital for about two weeks, during which time initial treatment is given and detailed instruction is imparted in continued treatment, in diet, medication and in urinalysis for sugar. The patient then returns home continuing the treatment and reporting all details of results regularly.

### Immediate Relief

The value of insulin is clearly shown for almost invariably there is a pronounced and immediate relief of the distressing symptoms. The economic salvage is remarkable, for many patients who were incapable of doing any work are now able to pursue their ordinary duties without distress. In fact, under these conditions some of the patients have felt that they could discontinue the treatment, they felt so well. Such cases suffered a relapse, for insulin is not the specific people hoped it would be. Early detection of sugar means a considerably prolonged life, for treatment can commence earlier. Children are easy to teach, but are unmanageable in following the strict regimen. Those patients under 40 and especially under 30 have a very small margin of safety. That is, if they discontinue the insulin treatment even for a short time, they are apt to retrograde with unexpected rapidity and to die if immediate treatment be not available. No case under age 40 has been able to discontinue insulin treatment without the reappearance of sugar. Lack of will power is constantly in evidence. The temptation to eat sweets is apparently irresistible even by those who are fully aware of the dire consequences.

### Nephritis Should Be Watched

Nephritis should be thoroughly examined for diabetes. In such cases, the urine may be entirely free of sugar, but there will be a great excess in the blood. The question of possible fraud was brought up. While it is possible that applicants may present themselves, this is no more apt to happen than in the past, for means have always been available to those disposed which would tem-

# Grow With Washington

## WASHINGTON

### Opportunities

Await the

Right Man

at

Bellingham

Everett

Chehalis

Wenatchee

and

Spokane

The per capita wealth of the State of Washington is more than \$3,000 above the per capita wealth for the entire United States.

This means buying power in Washington.

The Lincoln National Life organization, with state headquarters in Seattle, is equipped to aid its men in taking advantage of the sales opportunities in the state of Washington.

Personal training awaits the new man in the work. Regularity of income is assured through our range of settlements including our Savings Club Plan. Circularizing of prospects is another direct help.

It will pay you to

LINK UP WITH THE LINCOLN

in Washington

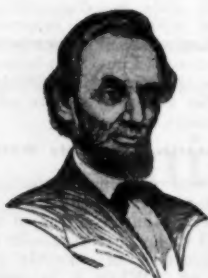
Address Either

**J. P. FORDYCE, State Manager**

1521-22 L. C. Smith Building

Seattle, Washington

Or



The  
**Lincoln National Life Insurance Company**

Lincoln Life Building

Fort Wayne, Ind.

porarily result in an apparent absence of sugar in the urine.

#### Diet Necessity Continues

In conclusion, Dr. Parker recommended the wide dissemination of knowledge of the insulin treatment for its benefits. He stated that it was just as necessary to diet with the insulin treatment as without it, and to care for the health generally and with exactitude. Insulin relieves the patient but does not cure. Thus it increases longevity and prolongs the patient's earning power. Relief to the body from diabetes strengthens it to resist other impairments so that generally the mortality is reduced.

#### Saving to Life Companies

Insulin treatment has not enabled the insurance companies to make any change in their treatment of applications from diabetics. It has enabled them to assist in reducing the severity of the scourge by recommending its use to afflicted policyholders, thus prolonging their lives and incidentally their premium paying period, as well as avoiding payments under disability claims.

#### Many Cases Discovered

The insulin treatment stimulated the study of diabetes by practitioners in general with the result that a great many more cases have been brought to light. It is stated that there were 2,000,000 diabetics in the United States in 1922.

In cases of diabetic coma, which ordinarily results in death, the effect of insulin has been astounding. When administered under such conditions, the patient is revived and continuance of the treatment enables many such patients to recover to a remarkable degree. The increased understanding resulting from the stimulated study and the use of insulin are going far in relieving distress occasioned by this insidious disease.

#### Possible Development

Diabetes will increase, for the average life has been prolonged from 37 years to 58 years, due to advanced medical science in general. It was also pointed out that potential diabetes was more hazardous where the treatment was not so general. Some parts of the country have as yet given but little attention to the wonders of insulin. Where the treatment is well known and adequately handled, future developments might enable insurance companies to accept risks with a diabetic history.

#### New Company in Nebraska

The Farmers' Mutual Life, a non-profit corporation, has received the approval of the Nebraska insurance department. Its headquarters will be at Lincoln. Homer K. Honeywell, a well known insurance man, is one of the incorporators. The others are: C. W. Williams, John D. Brady, C. C. Beck, A. H. Forke, H. D. Forke and Nick Paper of Lincoln and E. C. Corry of Des Moines.

Mr. Honeywell and Mr. Corry are both experienced life insurance men. Mr. Honeywell was with the Bankers Life of Nebraska for several years, but since 1921 has been conducting a fire agency in Lincoln. The company will be operated on the legal reserve plan.

#### Crossed \$300,000,000 Line

The Reliance Life more than crossed the \$300,000,000 line last June 1. Its objective at that time was to reach the \$300,000,000 mark of insurance in force. That item on Jan. 1, was \$253,869,686. The actual figure of amount in force was \$300,300,000 on June 1. This achievement was made in its 22nd year.

#### Has Old Policyholders Campaign

The Midland Mutual Life this month is putting on an old policyholders campaign. Prizes will be given the agents who write the largest number of old policyholders, the largest volume and supply the largest number of suggestions for prospective insurance.

**BOOSTS LOCAL BODIES****CLEGG PRAISES WORK DONE**

**Sends Letters of Congratulation to Associations That Show Marked Increase in Membership**

PHILADELPHIA, PA., June 10.—President John W. Clegg of the National Association of Life Underwriters is sending letters of congratulation to the presidents of all the local associations that have increased their membership markedly the past year. This means that about 40 or 50 such organizations received the well wishes of the national president at this time. Mr. Clegg is doing all in his power to boost memberships in the many associations and he takes this way of expressing his appreciation of what the organizations are doing in this regard.

In order to promote associations in towns where they do not exist, President Clegg has written to the vice-presidents of 12 of the largest life insurance companies, asking them to give the names of their agents in the towns in question. Then Mr. Clegg writes the agents and gets them interested in forming a local association. In this way the life underwriters increase their association work throughout the country.

### Salaried Secretaries for Insurance Bodies

BY GEORGE BROWN

Executive Secretary Michigan Association of Insurance Agents

**B**ACK in days of old it was a proud day for the young man or the young woman to be elected to something or other and it didn't matter much whether there was any money in it. Honor, prestige, power, compensated for the hours of labor.

That's old stuff these days. About the only ones who still appreciate the distinction of being a secretary, chairman of a busy committee or board of trustees, is the school boy and the school girl, the member of a lodge.

It isn't so much because of greediness for money as because of the value of time. Men and women of this generation have gotten into the way of figuring time at so much an hour. Time didn't seem to be of much value when mechanics drew \$1.50 to \$2 a day.

A big noise went all over the world when Henry Ford fixed the minimum wage in his plant at \$5. That was really the beginning of a basic valuation of time at \$5 for eight hours. From that time on daily wages went up until \$10 or \$25 a day now doesn't cause even a flicker of surprise.

In the insurance business a similar change has been taking place but along a different line of figuring. Instead of time, the basis became the number of calls. If you make \$25 commission on one out of five calls then your calls are worth \$5 each.

The merchant is figuring his time on the basis of his net annual income. He figures so many days at eight hours, deducting Sundays, Saturday afternoons, and holidays and divides the net number of hours into the net income. He finds his own time to be then worth \$2, \$10, \$20 an hour and governs himself accordingly. He is figuring his labor costs the same way. If he pays an employee \$30, \$40, \$50 a week, more or less, he regards his time as worth so much an hour and every hour is a part of the overhead expense.

This analysis of time value brings us to the matter of salaried secretaries. Every insurance man, no matter what division of the business he is in, necessarily gets to counting up the time he puts in on nonproductive work, so far as remuneration goes. He realizes he might be making real money out of sales while he is getting nothing for writing

**REPLIES TO CHARGES****EKERN IS HEARD IN PROBE**

**Wisconsin Attorney-General at Senate Committee Hearing Tells of Insurance Affiliations**

MADISON, WIS., June 10.—Attorney-General Ekern took the stand before the special senate investigating committee Friday afternoon in the probe of the charges made by Insurance Commissioner Smith that the attorney-general had represented certain insurance interests while serving the state.

George A. Boissard, president of the National Guardian Life, was on the stand at the opening of the Friday session and denied that he had been permitted to write the section of the insurance revision bill which applied to his and similar firms.

Mr. Ekern went into his insurance experience and told of the organization of the firm of Ekern, Meyer & Janisch, Chicago, as insurance counsel. He said his firm represented certain national mutual insurance associations but declared that his firm quit taking new insurance business in Wisconsin since his nomination as attorney-general. The firm, he said, continued to handle the business to which it had been committed before that time. Mr. Ekern said that he had acted as counsel for the Beavers and Equitable Fraternal Union in Wisconsin since he became attorney-general. He also stated that he helped organize the Lutheran Union in 1917 and that he has been acting as director and counsel for this organization.

At no time did he appear before the legislature or a committee as a representative of any insurance organization, the attorney-general said.

minutes and letters, checking up dues and doing all the other time killing details of his secretaryship.

Then the demands of his business take up all his time, the secretary work has to be neglected and the association becomes the sufferer. If he be a general agent or a manager he wakes up to the fact, after a while, that the routine work is using up a lot of the time of his office force.

It all resolves itself into this conclusion therefore: That if an association wants good work and up to date attention to its business, it will have to pay for it. It then becomes a question of selection of the man and the amount of remuneration.

In an association having a big membership this is no great problem. Many good men are willing to take such a position at \$3,500 to \$5,000 a year. In cities having a membership of around 500 the problem is acute. It isn't so hard to solve if the members are paying \$25 a year or more, but only a small percentage of fire and casualty men are willing to pay more than \$5 to \$10 and the average life man sets up a big yell if you ask him for more than \$10.

There's a way to overcome this difficulty and that is by engaging a "professional secretary," a man who has the office facilities and the clerical force and who has other activities from which he derives an income.

This is not a fanciful idea. We are doing it in Michigan in the fire and casualty state association. It is only costing the organization \$1,200 a year and all its work is right up to the minute. If this were my only connection, I couldn't pay my office expense out of the allowance. It is only by having several sources of income that I can make enough money to compensate me.

There is another angle to the matter and that is that no small life or fire and casualty, or health and accident association or club, needs a man's entire time; that is, the entire time of an efficient officer. If he is efficient and productive he can't or won't work for clerk's pay.

## PUBLIC LIFE INSURANCE COMPANY

An Illinois Company

Capital \$500,000

Brokers' Business Solicited

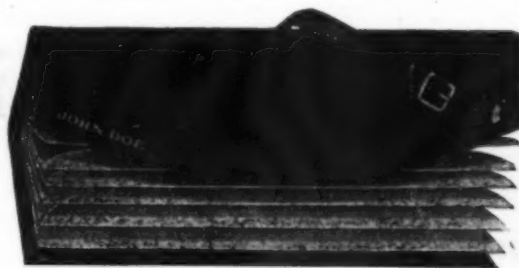
Any amount up to \$100,000.00

No Color Line. Same Rates for All  
Male and Female

Standard and Substandard Business Accepted

Service You Can Depend Upon

Agency Office—108 S. La Salle St.  
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## You Want More Business!

You want your clients to be satisfied with the service your companies and your agency renders.

### Kaufmann Systeman Security Holders

are the best leather containers on the market designed to provide a place for insurance policies, bonds and other valuable papers. They typify quality service and as such help to deliver those extra policies.

Use the coupon—an examination will convince you. The price is \$2.25. There is a larger size at \$3.15. Liberal quantity discounts. In lots of 25 or more your name on the holders without additional charge. Use the coupon today!

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Room 700, Austin Bldg.

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Chicago, Ill.

Telephone Wabash 3933

I would like to examine a Systeman Security Holder. If I decide to keep it I will remit \$2.25 within ten days. If not, I will return the holder.

Name .....

Address .....



## A PERMANENT INSTITUTION

Its success underwritten by  
satisfactory service

**Continental Assurance Company**

910 S. Michigan Ave.

Chicago

## Central States Life Insurance Company

St. Louis, Mo.

General Agency Openings in

# CHICAGO

ILLINOIS

FLORIDA

All Ages up to 65.

Participating and Non-Participating.

Standard and Sub-Standard.

Disability and Double Indemnity.

ASSETS: \$6,500,000

INSURANCE IN FORCE \$65,000,000

## EXPERIENCE IS GIVEN ON AVIATION HAZARD

Figures Show Fatalities on Various Bases for Different Groups of Flyers

### DEMAND FOR PROTECTION

W. F. Poorman of Farmers National Presents Data Before American Institute of Actuaries

Some interesting figures on the aviation hazard were presented by W. F. Poorman, actuary of the Farmers National Life, in an address delivered before the annual meeting of the American Institute of Actuaries in Chicago this week. Mr. Poorman gave a tabulation of the experience in the various classes of aviation risks, showing the accident experience over a period of years in all classes except that of itinerant flyers. The possibility of commercial aviation in the future was shown by the fact that 327,510 flights were made and 278,668 passengers carried in the three years 1921-1923 by the aviation companies in the United States.

#### Demand for Coverage

Mr. Poorman said that there is a demand for insurance protection on the part of those who participate in aviation. As a demand is thus created, he said it is the duty of the insurance companies to prepare to supply it. There is little material available for making definite conclusion, but Mr. Poorman found that those participating in aeronautics can be divided into three classes:

1. Occasionals; the amateur, sportsman or ex-army aviator who flies irregularly with obsolete and untested equipment and without the aid of expert mechanics.

2. Army and navy aviators who are constantly experimenting with equipment, weather conditions, capacity loads. They do stunt work because that is a military necessity.

3. Commercial flyers and passengers. Aviation companies are endeavoring to prove aeronautics as something practical and safe. They have the best of facilities and avoid unusual hazards, though the fatality rate is still fairly high.

Figures given by Mr. Poorman showed the average miles flown per fatality as follows in the various classes: Itinerant flyers, 46,300; war department, 104,536; navy department,

152,156; postoffice department, 330,232; commercial companies, 350,715. The results were summarized briefly as follows:

#### Summary of Experience

Itin.	Period	miles flown	Total Fatalities	Av. miles flown per fatality
War	1921-4	22,057,096	196	112,536
Navy	1923-4	4,108,500	27	152,156
P. O.	1918-24	9,213,318	40	230,329
Comm.	1921-3	8,767,800	25	350,715

\*Estimated.

#### Post Office Department Experience

Year	Miles flown	Fatalities	Average miles flown per fatality	All fatalities	Av. miles flown per fatality
1918*	102,548	1	102,548	1	102,548
1919	461,295	1	461,295	1	461,295
1920	1,048,444	1	1,048,444	1	1,048,444
1921	1,912,733	7	273,247	7	273,247
1922	1,756,803	1	1,756,803	1	1,756,803
1923	1,870,422	3	623,474	3	623,474
1924	2,061,073	3	687,024	3	687,024
1918-24	9,213,318	29	317,700	40	230,329

\*May 15 to Dec. 31—7½ months.

#### War Department Experience

Fiscal year	Total number of fatal crashes	Number of fatalities	Number of hours flown	Average hours flown per fatality
1921	45	73	76,858	1,053
1922	26	44	65,214	1,482
1923	34	60	65,750	1,096
1924	23	34	94,351	2,775
1921-24	128	211	302,173	1,432

\*Approximate number of miles flown may be obtained by multiplying the hours by 73.

#### Navy Department Experience

Fiscal year	Total hours flown	Fatalities	Average hours flown per fatality
1922	35,785	17	2,105
1923	32,690	10	3,269
1924	68,475	27	2,536

\*Approximate number of miles flown may be obtained by multiplying the hours by 60.

#### Commercial Aviation Companies\*

Year	Miles flown	Fatalities	Av. miles flown per fatality
1921	3,907,200	6	651,200
1922	2,846,000	7	406,571
1923	3,014,600	12	251,216
1921-23	8,767,800	25	350,715

\*Aircraft Year Book 1924.

#### Experience of Occasional Flyers\*

Year	Miles flown	Fatalities	Av. miles flown per fatality
1921	3,000,000	49	61,224
1922	3,000,000	62	48,387
1923	3,000,000	85	35,294
1921-23	9,000,000	196	45,918

\*Aircraft Year Book 1924.

## BENEFICIARY AND ASSIGNEE

THERE are many people who do not understand the great difference between a beneficiary and assignee of a life insurance policy. The salient features of the two are as follows:

The beneficiary of a policy only has joint power with the insured to change the status of the policy. And this power can be taken away from the beneficiary at the option of the insured.

The assignee of a policy has practically full control over the policy. When a full assignment of the policy has been made the face amount of the policy will be paid to the assignee upon the death of the insured.

In a partial assignment of the policy, the assignee and beneficiary are benefited according to their existing proportionate claim in the proceeds at death.

The assignee can pay the premiums due on the policy and the company

must accept the payment the same as if it were paid by the insured.

The beneficiary cannot be changed without consent of the assignee.

The assignee can, in case of full assignment, borrow the loan value of the policy without the consent of the insured.

The assignee can, in case of full assignment, surrender the policy for the cash value without consent of the insured.

The assignee is always notified by the company of any premiums due, etc., and all drum letters are sent to him the same as to the insured.

In case the premium is not paid, the assignee is likewise notified that the policy has lapsed.

The insured cannot in any case change the status of the policy without the assignee being notified.

## INSPECTION VALUABLE MAY ADMIT CANADIANS

### WITH PERMANENT DISABILITY

Difficulty of Determining Permanence of Cases Is Pointed Out by Hooper-Holmes Bureau

In pointing out the difficulties that life insurance companies have found in making entry into the permanent disability field, the Hooper-Holmes Bureau, in its house organ, "The Ounce of Prevention," says: "The chief difficulty of disability claims lies, of course, in proving the case. When a man is dead there can be no dispute about the claim unless there has been misrepresentation in securing the insurance or suicide is suspected. But what constitutes 'total and permanent disability' is a far different question."

#### Made More Money

"As an example let us cite two cases. A young man employed as a salesman buying an automobile was seriously injured about the head by the explosion of a tire which he was filling with air. For a long time he was unable to get about and never returned to his job. But after a lapse of time the insurance company discovered that he was making a far better living out of the management of an estate that he had inherited than he ever did on the road, and the fact that he was preparing to get married threw serious doubt on the permanency of his disablement."

#### Operated Farm

"In another instance a prosperous farmer had a serious heart attack and was at death's door. The doctor said he could never work again and in acknowledgment of his condition his insurance company began the payment of a monthly income of a considerable amount. After about 18 months an investigation of the case proved that while he could never again perform any manual labor, he was still as efficient and successful as ever in running the farm and the regular collection of his indemnity had been somewhat of a joke in his community."

"The only acceptable method of handling these claims both from the standpoint of the company and the assured is by careful and periodic review except in such cases as are clearly beyond any possibility of change in condition. It is the practice of some companies to inspect premiums of this character periodically, every three months perhaps, or in the case of premium waivers just before the next premium becomes due."

#### Doctor's Guess Wrong

"There may be no moral question whatever at the start of many of these claims. The patient's physician shakes his head and says, 'He will never do another tap of work in his life. I doubt if he will live the year out,' or words to that effect. But the tenacity and recuperative power of human vitality has fooled many doctors and many insurance companies and it will continue to do so. It is natural for a person who has been ill and is in consequence receiving enough to make life comfortable to take his own time about getting well. Even a doctor cannot always say when a man is malingering."

"Adjustments under disability clauses are the most delicate work the life company has to face under present conditions. The contestability of that phase of life insurance is very apparent in the fact that several legislatures this year are considering laws exempting this feature from the standard contestability statutes regulating life insurance which have been so generally adopted."

#### Companies Too Liberal

"At the same time the liberality of life companies in handling disability claims is such that it was adversely commented on by the commissioner of insurance of Wisconsin at a recent meet-

### EXECUTIVE COMMITTEE ACTS

American Life Convention Leaders Vote Yes on Chamber of Commerce Referendums

LOUISVILLE, KY., June 10.—The executive committee of the American Life Convention held a concurrent meeting with the medical section here last week. Routine matters received major attention according to Secretary Thomas M. Blackburn. A vote was taken on two referendums sent out by the National Chamber of Commerce.

On the question relating to the powers of national banks, the vote was 'aye' on two points and 'nay' on the two others.

#### Inheritance Tax Coordination

Of considerably greater interest was the referendum referring to inheritance taxation and the coordination of the state laws. The referendum recommends that the federal government refrain from imposing any estate tax, that it repeal the present law and that a conference of federal and state authorities formulate a uniform code to govern the imposition of state inheritance taxes on the properties of all deceased men and women. The vote was 'aye' on all points.

#### To Amend Membership Rules

The secretary was directed by the committee to submit an amendment to the membership provisions of the convention so that all Canadian life companies may be admitted as members. Those Canadian companies doing business in the United States are already eligible, and it seems wise to extend the privilege farther. This proposed amendment will be submitted for action at the fall meeting of the convention.

ing of the National Convention of Commissioners on the ground that life companies were actually paying indemnities for temporary disabilities such as should properly be indemnified only by health and accident companies.

#### Actuaries Are Investigating

"Some companies are having a very satisfactory experience with this indemnity. Others are not and in a few instances are considering increasing the premium charges for this feature. The Actuarial Society of America has appointed a special committee to investigate rates and reserves for disability benefits issued in connection with life insurance policies. Difficulty will, no doubt, be found in properly weighing the varying contracts and adjusting methods of companies in order to find a common ground for coverages. Final analysis, however, forces the conclusion that such claims must in each individual case be treated under the contract with specific reference to the exact facts as confirmed by the most thorough investigation. There can be no broad, general rules laid down for the rapid handling of such cases if the companies are to do justice to the great body of policyholders and to themselves."

"Inspection is the first and last word in handling disability claims under life insurance contracts. It must not only be careful and thorough but must take into consideration new factors with which the ordinary procedure of life insurance is not familiar. Disability insurance has come to stay—there is no denying that fact. To make its operation safe and satisfactory to the purchasing public the closest cooperation between companies and inspection agencies is vitally essential and both are working to that end."

The Prudential has made a loan of \$4,500,000 to the Insurance Exchange Building Corporation at Chicago to extend for 15 years at 5 percent interest.

## THE ROYAL UNION LIFE INSURANCE COMPANY

Des Moines, Iowa

**Strong and Progressive**

Paid to Policyholders—  
Over—\$19,000,000.00

Insurance in Force—  
Over—\$138,000,000.00

A. C. Tucker, President

D. C. Costello, Secretary Wm. Koch, Vice Pres.



"Protector of the Home"

**In Five Years  
this Company has increased**

its business in force.....147%  
its premium income.....133%  
its assets.....190%  
its reserves.....267%  
its surplus to policyholders..17.5%

**It's a good Company  
to tie to**

For the right man, we will enter the State of Florida. Many opportunities are available in Ohio, Kentucky, West Virginia, Tennessee, Michigan, Pennsylvania, New Jersey, Mississippi, Arkansas, Texas, Nebraska and Iowa.

**THE OHIO NATIONAL LIFE  
INSURANCE COMPANY**  
CINCINNATI, OHIO

W. F. Macallister, Agency Mgr.  
T. W. Appleby, Pres.

## PATTON GIVES PAPER ON CARDIAC CASES

Prudential Official Says Heart  
Causes More Deaths Than  
Tuberculosis

### DATA FROM 5,000 CASES

Importance of Symptoms in Various  
Age Groups—Practices of Com-  
panies Discussed

LOUISVILLE, KY., June 10.—The paper of Dr. J. A. Patton, medical director of the Prudential, was well received at the session of the Medical Section of the American Life Convention here last week. His subject was "The Need of More Careful Selection of Cardiac Cases." He was assisted by Dr. L. G. Sykes, Connecticut General; Dr. W. H. Browne, American Life; Dr. H. W. Dingman of the Continental Assurance,

Dr. Jacobson of the Central States of Missouri, and Dr. Shook of the Ohio National. Dr. Patton presented a mass of statistics, the accumulative evidence pointing to the prevalence of heart impairments, with the consequent necessity for care on the part of those called upon to judge the acceptability of applicants for life insurance.

He said that heart disease has displaced tuberculosis as the chief destroyer of human life.

#### More Deaths Than Tuberculosis

"A child of ten years of age is three times more likely to die eventually from heart disease than from tuberculosis, and this disparity increases with age," Dr. Patton said. "Statistics from the New York Heart Association show that 20,000 children attending the New York City public schools have permanently damaged heart and that organic heart disease caused 14,250 deaths in New York City in one year as compared with 4,954 deaths from tuberculosis."

While the death rates from heart disease decreased from 140.9 per 100,000 population to 165.7 the death rate from tuberculosis has diminished from 156.2 to 90.7 per 100,000.

"There is a probability of a marked increase in cardiac mortality after the age of 40 has been reached," Dr. Patton

asserted, "experience showing that the largest number of deaths occur in the 50's closely followed by the 60's and the 40's."

Thus two-thirds of the mortality from heart afflictions occurs between ages of 40 and 70.

#### Studied 5,000 Cases

Since some 5,000 rejected applications have been received from men with heart lesions who had been previously insured with this company, Dr. Patton has been able to watch these cases very carefully. He found of these rejected cases, those having heart murmurs had a mortality of 244 percent, those having general impairment 302 percent and those having functional disorders 381 percent. To test properly for heart disorders the pulse rate should be determined both at the beginning and at the end of the examination. Such incidents as the applicant fainting at the examination should be regarded with suspicion as it indicates the presence of heart disorder. No normal person should be so easily upset.

Approximately 75 percent of heart disorders are traceable to syphilis—80 percent in men—and then evidenced themselves about 15 years after infection.

Increasing dependence is placed upon blood pressure reading. Carefully taken health histories, bringing past illnesses

to light, with special reports on cardiac condition will protect the company. Family history especially as to ages and cause of death is important.

Much instruction is necessary so that the examiners can give true and adequate reports on heart conditions. Even with the best and most studious examiners, their knowledge needs to be directed to answer the requirements of the medical departments. The question of progress so as to weigh the risk properly is most important and can be determined only with exact data at hand at the home office.

#### Rejections for Heart Trouble

In 1914 25 percent of the Prudential rejections were on account of bad hearts while in October, 1924, 33.7 percent of 1,556 rejections were in the same class. Of accepted cases in this same period, 603 had heart murmurs. These cases were of course rated up. Of the cases accepted in recent years rated up, the mortality has been 94 percent as against an expected 117 percent. This indicates that the standards used for ratings are safe, although experience to the present time is too short to set definite standards. During 1924, 8,674 cases were accepted on substandard ratings. It is hoped that exposures on this group will be sufficient in ten years to enable definite standards to be established.

#### Minor Impairments

Minor impairments of the heart in middle life are of far less consequence than they are in the 15 to 19 age group and in that at ages over 60.

Some medical directors are of the opinion that examiners often do their work in a slap-bang fashion with the result that little dependence can be placed in many reports, where there is any suspicion of heart impairment, many of the directors refer the case to a thoroughly established heart specialist in the locality of the applicant for more exact inspection.

#### Effect of Tobacco and Coffee

Dr. Sykes called attention to the great increase in the use of the heart stimulants, tobacco and coffee. In 1865, the per capita consumption of tobacco was 1.8 pounds whereas today it is 6.1 pounds. Coffee then was consumed at the rate of 2.2 pounds per person. Today the figure is 12.47 pounds. Coupled with this is the fact that many people take only a minimum of exercise or none at all. Many of these take no exercise worth mentioning during the week, but on Saturday and Sunday crowd in all the violent sports possible. This condition is decidedly detrimental to the heart, submitting it to strains that are only too apt to result in permanent injury and loss of expectancy of life.

#### Digestive Disorders

Special attention is to be given to those risks over age 45 offered where there is a history of digestive disorders. Such cases are particularly prone to heart impairments, if, indeed, the symptoms are not those of heart weakness already.

The use of instruments of precision in making tests of the heart is advised. These include the fluoroscope and electro-cardiograph methods. Especially on large cases, in which several companies share, it is recommended that the companies go to this added expense collectively, rather than that each pay its regular fee to the examiners. Dr. Patton is of the opinion that while this procedure is worth while in exceptional cases, the expense makes it prohibitive and inadvisable for the ordinary company practice.

Dr. Shook feels that the true test of heart condition was secured by the imposition of extra work upon it. The ordinary tests do not always reveal the manner in which the heart muscle will react in an emergency which is after all the true test as related to mortality of the individual.

Dr. Jacobson made the point that with overweights, the pulse reactions

(CONTINUED ON NEXT PAGE)

# OPPORTUNITY

When a young man has made good in the insurance field and knows he has made good, he aspires to an agency of his own.

## THE PROVIDENT LIFE AND ACCIDENT INSURANCE COMPANY OF CHATTANOOGA TENN. FOUNDED IN 1887



Ordinary Life Insurance  
Group Disability and  
Group Life Insurance  
Accident and Health  
Insurance

On the Commercial, Monthly  
Premium and Pay-Order In-  
stallment Plans

Automobile Accident  
Insurance

**Dominant!!**  
In our twenty-one States  
in the  
Health and Accident  
Field

## GIVES GIRLS CREDIT

## NEWLY WED BUY ENDOWMENT

**Young Women of Today Insist on Life Insurance Protection, Says Prudential Man**

NEWARK, N. J., June 11.—"A considerable amount of new business is issued to engaged or recently married men," says F. A. B. Page, associate manager of the Prudential ordinary insurance department, through whose hands thousands of policies pass each week. "The endowment, in particular, is popular with young couples because it is something to which they can look forward to enjoying together in middle life."

"It is not that young women have become mercenary. But they won't take the chances women did in their mother's day. They know all about love going out at the window when poverty stalks in at the door. And they do not want to repeat the dreary experience of women whom they have seen left helpless when a husband was taken."

"The majority of young women marrying men in moderate circumstances have had some degree of business experience. From this they have learned that a going concern—that wants to keep going—must have a safe reserve for emergencies. Almost unconsciously they carry over this general knowledge into their domestic life and try to plan it on a business basis. "I believe girls and women are largely responsible for the steadily increasing amount of insurance issued. They are the ones who in most cases determine how the income shall be spent. They are the ones who suffer most when financial loss hits the breadwinner. It is natural that they should want to provide against the uncertain future."

## Guardian's Rapid Strides

The May, 1925, paid-for business of the Guardian Life shows an increase of 43.8 percent over May, 1924. For the first five months of 1925 the Guardian's paid-for business was 31.8 percent in excess of that for the same period in 1924.

## Atlantic Life Aces' Convention

The 1926 aces' convention of the Atlantic Life will be held at Daytona Beach, Fla., the Clarendon hotel having been selected as the meeting place. The convention will be held in January. Every Atlantic representative who pays for \$300,000 of business in 1925 under the terms of the Aces' requirements will be allowed to take his wife with him to the convention.

Atlantic Life field representatives celebrated the silver anniversary of the founding of the company by producing the largest volume of business in May, 1925, that has ever been produced during any May since the company began business. Final figures total showed production for the period of the anniversary contest of \$3,908,685 of business.

## PATTON GIVES PAPER ON CARDIAC CASES

(CONT'D FROM PRECEDING PAGE)

were most important since it is difficult to hear accurately through too thick layers of fat.

He confirmed Dr. Patton's remarks on the heart conditions due to syphilis saying that at the Mayo clinics it had been found that 45 percent to 50 percent of the cardiac impairments could be attributed to that cause.

Nancy E. Waddle, the mother of M. M. Waddle, general agent at Los Angeles of the American National of Galveston, died at Alhambra, Cal., June 1st, at the age of 87. She was a native of Ohio but had resided in California for the last 15 years.

## ILLINOIS LIFE INSURANCE CO.

CHICAGO

JAMES W. STEVENS, Founder

"I CANNOT leave this auspicious gathering without expressing my sincere appreciation of your greeting, my hope in the success of your enterprise and my conviction that here you are erecting an edifice dedicated to thrift and good citizenship. Such work as this lays the foundations of thrift and providence, inculcates habits of saving and develops the Christian citizenship which is the hope of the country. I am convinced that the Illinois Life and the other life insurance companies are not only providing insurance for the family but insurance for good citizenship, and I wish you Godspeed in your enterprise."

From the address of CALVIN COOLIDGE at the Corner Stone Laying Ceremonies, Illinois Life Building, August 3, 1912.

## Illinois Life Insurance Co.

CHICAGO

JAMES W. STEVENS, Founder

Greatest Illinois Company

1212 Lake Shore Drive

The Illinois Life is The Dean of the Illinois Legal Reserve Companies



#### OPENINGS AT

Boise, Idaho  
Pocatello, Idaho  
Rockford, Ill.  
Springfield, Ill.  
Fort Wayne, Ind.  
South Bend, Ind.  
Terre Haute, Ind.  
Burlington, Iowa  
Davenport, Iowa  
Mason City, Iowa  
Pueblo, Colo.  
Louisville, Ky.  
Grand Rapids, Mich.  
Lincoln, Nebr.  
Billings, Mont.  
Great Falls, Mont.  
Helena, Mont.  
Missoula, Mont.  
Columbus, Ohio  
Dayton, Ohio  
Springfield, Ohio  
Toledo, Ohio  
Amarillo, Texas  
El Paso, Texas  
Houston, Tex.  
Cheyenne, Wyo.  
Roanoke, Va.

## THE MINNESOTA MUTUAL LIFE INSURANCE COMPANY

ST. PAUL—"Where the Great Northwest Begins"

*The Minnesota Mutual now a \$107,000,000 company*

### "POOR RICHARD" said— "All that glitters is not gold."

Promises and Percentages may be made to "glitter"—BUT

The real gold that an Agency contract puts into YOUR pants-pocket is the real measure of that contract.

DURING 1924 THE RENEWAL INCOME PAID MINNESOTA MUTUAL AGENTS AVERAGED—

1. For Agencies less than five years old old \$3,500.
2. For Agencies up to seven years old \$6,000.
3. For Agencies over ten years old \$25,000.

#### REMEMBER THAT'S JUST RENEWALS!

These men know how real gold glitters—and they know it paid them to get and keep an Agency contract that is Right.

On Agency Matters Address

**O. J. LACY**  
2nd Vice-President

# Twenty-Five Years

Atlantic Life celebrated its Silver Anniversary during May, 1925.

In its twenty-five years of existence the Company has always stood for the best things in the insurance business. It has grown solidly and steadily to attain its present position among America's leading companies.

If you are capable of developing a real general agency and would be interested in making a change we may have something to interest you, in

Georgia  
Alabama  
Texas

North Carolina  
Michigan  
West Virginia

Kentucky

## Atlantic Life Insurance Company

Richmond, Virginia

*Honestly It's the Best Policy*

## COMPANY PRACTICE ON INCOME OPTION

Procedure of Individual Companies on Caring for This Feature  
Shown in Answers to Questionnaire

**A**DDITIONAL replies received by THE NATIONAL UNDERWRITER in response to its questionnaire sent to all life insurance companies regarding their practice on optional methods of settlement, are as follows:

**West Coast Life**—The election of an income or settlement option is taken care of by a separate blank. It is not necessary for the agent to write a letter stating the desire of the insured. The blank has to be filled in and sent in with the application. Upon receipt of the blank and application, the policy is issued with the proper endorsement. It complicates the agent's job, but to serve the policyholders, this cannot be avoided. It cannot be made simpler unless the agents give more study to the applicant's wishes and get the wording right in the blank. This requires more education of the insured's needs on the part of the agent.

**International Life, Mo.**—Election of the income option is provided in the application itself as we do not have a separate blank. No letter on the part of the agent is required. If the request in the application indicates the wish of the insured, but is not stated as desired by the company, the policy is issued on the income plan and a formal request prepared by the company is sent to the agent to be signed by the insured on delivery of the policy. Thus there is no delay in the delivery and no complication in the job of the agent.

**Montana Life**—There is a provision for the income option in the application itself. We also have a separate blank to be used if the request is not entered on the original application. These cover all contingencies and there is no necessity for a letter from the agents. A rider is attached to the policy when issued or subsequently on request.

**Columbus Mutual Life**—A space is left in our application in which special instructions with reference to settlement option can be given. We do not have a separate blank. If the instructions are at all complicated, a letter is necessary. The policy is endorsed to cover the method of settlement chosen at the time it is written. If special instructions are necessary, we make the endorsement and send the preferred form along for signature when the policy is delivered, where the requirements are understood, or we send a special form for signature before making the endorsement on the policy if we are in doubt as to whether the instructions we have prepared carry out the wishes of the insured. The method of issuing income policies where the regular options are chosen seems simple to the home office, but it is regarded by the agents as complicating the situation. They are not well enough informed to understand just what is expected of them.

**Detroit Life**—Ordinarily provision is made in the application itself for election of an income or settlement option. Where it becomes complicated, a special blank is used and if especially complicated, a letter from the agent is desired. Endorsement is made on the policy when issued.

**Capitol Life, Colo.**—Provision is made in the application for the income or settlement option. We do not use a separate blank, nor is a letter from the agent necessary. The option is issued on the original application.

**Ohio State Life**—The election of an income or settlement option may be noted on the application under "Instructions" unless the plan selected so provides. Otherwise, the election is taken care of by a separate blank and a letter is necessary from the agent. The plan

might be simplified by the use of a special policy and by general "election of settlement" blanks in the hands of the representatives.

**Western Union Life**—The application provides for the income or settlement option. No separate blank is used. All income options are printed on the policies and if an option is selected, the policy is prepared including the option. Noneffective options are ruled out.

**Farmers & Bankers Life, Kansas**—Requests for income options are made in the application, when designating the policy plan. We have no separate blank, nor is it necessary for the agent to write a letter stating the desire of the insured.

**Union Mutual Life**—A section in the application is provided for the purpose of electing the income or settlement option. No letter is necessary from the agent when the section in the application is filled out. The income option is endorsed upon the policy at the time of issue. There is no delay in delivery and no complication in the work when the desire is made plain in the section of the application.

**Phoenix Mutual Life**—Election of the option is provided in the application, if the plan is simple and commonly used, so that it can be described briefly with full understanding. If the plan is complex, it is outlined in a letter attached to the application. The policy with the agreement attached is mailed to the agent with the understanding that the policy will not be delivered until copy of agreement has been approved by the insured, signed and returned to the home office. In the simpler forms, there is no delay whatever, though where the form is complex some delay may result in the drafting of the agreement. This is understood however, and those in the field are prepared for it, so the delay is not serious. It could not be further simplified except by limiting the agreement to a comparatively few standard forms for which request could be prepared in blank in order that they could be signed in connection with the signing of the application. Our problem is simplified in that all Phoenix Mutual agents are especially trained before they can represent us and income insurance is one of the subjects covered thoroughly.

**Central Life, Ia.**—This company has put on income policies and spent considerable money and time pushing them but the simple fact remains that they will not sell in any considerable quantities, and many of those that have been sold have been later converted into lump sum policies. We are giving them every facility imaginable for selling these policies and for making it convenient to handle them but with no appreciable result. We have attempted to make a study of this situation and it seems that it can be summed up as follows:

First, the American people are in the habit of thinking in terms of capital instead of in terms of income.

Second, in the so-called income policies there is a considerable part of the premium required to purchase the deferred survivorship annuity, and there is no practical way of making surrender values for that feature. The objection is made, therefore, that the surrender values on those policies are so much smaller in proportion to the premiums paid than in the regular lump sum policies.

For these reasons we have emphasized the income options which are contained in all our lump sum policies. These income options give the insured and beneficiary practically all the benefits of the so-called income policies, together with some other advantages. In the first place, the beneficiary can be changed

at any time and the table will show the amount payable at the attained age of the beneficiary at the time of the death of the insured. We have used these tables, and very effectively, to increase the volume by showing what a small income \$1,000 will purchase. This has been very effective in convincing people that they are under-insured.

\* \* \*

**Pan-American Life**—Our income option is generally handled under our trust fund agreement. We have two forms of trust agreement and a copy of each is attached. These are self-explanatory. The applicant generally requests this in the application, or there is a memorandum from the agent writing the case that this is what is wanted.

The trust fund agreement is prepared in duplicate at the home office and sent out to the agent for the signature of the insured. It is then sent back to the home office when it is executed by the proper officers of the company, one copy being attached to our policy and the other remaining in our files. A copy of the trust agreement must remain at the home office; in case of new business the policy is not sent out from the home office until the agreement is received duly executed by the insured.

Our agents have found no great delay in the issuing of policies because of this method of handling, and, as a matter of fact, they feel that the better offers that can be made with the use of the trust fund agreement than with the old instalment feature help considerably in the delivery of policies.

\* \* \*

**Cleveland Life**—Our part 1 application form provides a space wherein the agent may indicate the insured's desire for one of four instalment settlement options. The policy provides that these options may be elected by the insured after the issuance of his policy by written notice to the company at its home office, or in case the insured shall not have so elected, the beneficiary after the

death of the insured, may so elect by a like written notice.

A letter from the insured or the beneficiary, electing any option is accepted by the company and no separate blank is required.

We would not accept a letter from the agent, but would require the election made over the signature of the insured, or that of the beneficiary after the insured's death.

The election of a settlement option as indicated on the original application when taken by the agent and signed by the insured will enable us to place in the policy when originally written, the election of any of the settlement options provided therein.

\* \* \*

**Occidental Life, Cal.**—When an insured elects to have his policy payable under an income settlement option, this election is indicated to the company as follows:

a. In the case of a new policy the settlement required is indicated on the application form.

b. In the case of old policies, the insured indicates his desire by letter to the company whereupon the company sends him a special change form for signature. This form is photographed and pasted in the policy as being an indorsement to the original application.

c. It is not necessary for the agent to write a letter stating the desire of the insured unless the form of settlement is too complicated to be clearly stated in the application.

As stated above, the election of an income option is usually stated in the application. If the form of settlement desired is one of those indicated on the back of our policy form there is no delay, the new policy being issued at the same time as it would have been without the income option. However, if a special indorsement or special calculation is required the issuing of the policy may be delayed from a few days to a week, depending on how busy the home office may be at the time the request

comes in. As a rule we do not attempt to rush special cases.

We do not think that it complicates the job of the agent except that it is difficult to get sufficient data in many cases. For example, an agent will apply for a policy, the proceeds to be payable as an educational fund in monthly instalments from age 18 to 23. The rules of the company require that the date of birth of the beneficiary be given in each case. Very often it is necessary to write to the agent for this information.

In many cases where the settlement required is complicated we find it necessary to correspond with the agent before making up the indorsement. This is likely to delay the issuing of the policy ten days or two weeks. All indorsements are put on the policies in the form of riders.

\* \* \*

**Guardian Life, N. Y.**—On new policies, on the receipt of the necessary information with regard to primary and contingent beneficiaries, the company issues a certificate as to the mode of settlement. The information to be furnished in the space provided for in questions 9 and 10 of part 1 of the application for insurance. If more space is required, the name of the primary beneficiary only may be noted in the application and the additional information may be furnished in a letter to the company from the agent to be forwarded with it. The company then issues a form of notice and request as to the payment of insurance proceeds, to be forwarded to the insured for signature. Upon receipt of this signed form, the certificate is issued and forwarded to the insured to be attached to his policy.

On existing policies a letter containing the necessary information, in addition to specifying definitely the policies to be affected, should be sent to the home office, the procedure is then as indicated above. Although, as at present organized, on account of the temporary accumulation of work, there may be some slight delay in issuing the necessary settlement certificates for new poli-

cies, the agent need not postpone the delivery of the policy itself, unless he wishes to do so; nor, in case of new or old policies, (except where a change of beneficiary must be made previous to the issue of the optional settlement certificate, or in the case of certain old policies forms, which need indorsement) is the policy required at the home office.

\* \* \*

**Guardian Life, N. Y.**—Our procedure in regard to new business is that a simple request may be inserted in the blank provided in the application and on the basis of this the company issues a certificate setting forth the method of payment requested. For the more complicated settlements, the agent forwards with the application, a memorandum stating the wishes of the assured, and the company returns with the policy a form of notice and request embodying the settlement desired. On receipt of this form signed by the insured and witnessed, we issue a certificate corresponding to the request form. For policies already in force, the insured may write directly to the home office and so indicate his wishes to an agency, upon which a form of notice and request is sent for signature and on its receipt a corresponding certificate is issued. With neither new nor old policies is it necessary to have the policy, except when a change of beneficiary is required to make the settlement desired by the insured possible. It is with exceptional cases that there is an appreciable delay in the delivery of the policies.

#### Manly Trophy at Indianapolis

Frank P. Manly, president of the Indianapolis Life, is a member of the Indianapolis Park Board and a trophy, known as the Manly Trophy, has been offered by the city for contestants on one of the local golf courses. The trophy is a well executed bronze figure of a golf player with driver upraised for a long drive down the green.

## THE STATE LIFE INSURANCE COMPANY

INDIANAPOLIS

MORE THAN  
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On Agency Matters Address, CHARLES F. COFFIN, Vice-President

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### MR. AGENT!

Do you care for **QUALITY**,  
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**THE ST. LOUIS  
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OUR AGENTS AND POLICY HOLDERS  
STICK! WRITE THE HOME OFFICE



**LIFE ~ ~ ~ INS.**  
& DISABILITY  
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Liberal Agency Contracts

## TALKS WITH LIFE INSURANCE MEN

**P**RESIDENT RUPERT F. FRY of the Old Line Life gives four ways to tell the unsuccessful agent:

The agent with the far away look.  
The agent who is a good risk, but carries practically no insurance on his own life.

The agent who talks about the past rather than about today.

The agent who thinks the public doesn't appreciate him.

**R. P. BAIRD** of the Albany, N. Y. agency of the Aetna Life says, "When an agent has been granted an interview by a prospect for life insurance, especially if the prospect is a man of means, the agent wants to feel that he will be able to close him if anyone can." According to Mr. Baird the chance of closing the case depends largely upon the agent's ability to instill confidence in the prospect and his ability to uncover the needs for his insurance coverage. The agent must know his business well enough so that his statements are positive and that all the questions are answered quickly. Such questions as "What is the surplus of your company?" and "What kind of trust agreements does your company make?" should all be carried in the mind of the agent and a rapid answer given. An insurance buyer naturally wants to know that the agent to whom he is speaking can do all for him that any other life insurance agent can.

**COURTENAY POWELL**, agent of the Equitable of New York, carries a great deal of insurance himself—\$78,000 on the income system—and makes this insurance help in the production of new business. He states, "When I want to persuade a wealthy client that he needs more than one policy I show him the bundle of contracts I carry on my own life. As they know I am not a wealthy man they wonder how I can afford to pay for all this insurance. Well, I make my clients pay in the following way: Whenever I apply for a new policy I interview a number of my clients, and tell them that I have taken new insurance and need money to pay the premiums and cannot afford to pay it unless my clients come to the rescue. Thus I can do it without expense."

**GEORGE F. GOULD**, Oakland, Cal., agent of the Montana Life, has worked out an interesting plan in conserving his policies that have gone delinquent. He has worked out this plan and he follows it very faithfully. Mr. Gould keeps in close touch with his policyholders continually. He gets to know them personally and well enough in some cases to call them by their first names. When a policyholder allows his premium to get by the last day of grace Mr. Gould gets busy. He tries to see him in person. If he cannot do this he writes him a good strong letter in a paragraph or so he reburies mutual friends of the delinquent and his own. If there are none he buries the next door neighbors of the lapsed policyholder. These funerals are merely a prelude. In the next paragraph Mr. Gould backs the hearse up to the policyholder's door. Then he brings in the bereaved widow to whom there has been bequeathed her husband's bills and his now worthless policy. In the last paragraph Mr. Gould holds out one last final way of escape by reviving the policy. Time after time a day or two after the conservation department of the company has received a copy of Mr. Gould's letter along comes an application for reinstatement with a note of thanks from the policyholder.

**THE** Mutual Life of New York has just issued a revised edition of an attractive little pamphlet entitled "Fi-

nancial Independence for the Self-Supporting Woman." This was formerly put out as a folder, but shows many improvements as a booklet. Its appearance and message is especially appealing to women.

**ALBERT HOPKINS** of the Penn Mutual Life at New York City gives another argument for income settlement of life policies. It sometimes happens that men object to taking out large policies in favor of their wives on the ground that they do not want to provide a fortune for the benefit of a second husband. Mr. Hopkins pointed out that the income settlement does away with this danger. There is no large sum of money to attract a second husband, and on the other hand the first husband is assuring a life time income to his wife so that she will be cared for in any event, even if she should marry a second time. The money is beyond the reach of the second husband except when the monthly check comes in. Moreover this monthly check will serve as a reminder that the first husband was a pretty good scout after all, and keeps his memory before her ever in the most agreeable light.

The average woman is unfitted by nature and training to make investments, as Mr. Hopkins pointed out. He said that this is no reflection upon the ability of women, as few business men are able to invest all of their money wisely. He challenged his audience to notice the listing of securities in the paper upon the death of any prominent man, telling them that they would almost invariably find at the end a number of worthless investments. A monthly income settlement will avoid this danger. It will provide safety of principal and guarantee the income to the wife throughout her life. Moreover life insurance will provide a safe and sane investment for the husband himself, and will keep him from putting his money into wild-cat stock. As Will Rogers remarked, "Life insurance is valuable for keeping a damn fool man from making a more damn fool investment."

**ARTHUR J. MILLER** of the Provident Mutual Life of New York City believes in selling life insurance, along the lines of least resistance. He says that any plan of selling which secures and maintains interest, which eliminates objection, which starts with admitted facts and leads to the desired conclusion, and which proceeds along logical lines will be successful.

Before he proceeds very far in his canvass, Mr. Miller makes it a point to learn if the prospect is saving anything regularly. If so, he can easily show him the value of using at least a part of his savings each year for life insurance to provide the ultimate goal in case he should die before reaching it. He points out that under the ordinary savings system, in case a man dies he has only the amount he saves, and in case he is permanently and totally disabled, he loses everything because his expenses go up and his income goes down. Life insurance will provide for either contingency, so that the man has his full estate even if totally and permanently disabled, and in addition has a monthly income. His savings are guaranteed in every way, whereas under the ordinary plan of saving regularly, he may lose everything.

**A** LIFE company officer the other day explained the plan that was followed by one of his company's agents. He goes around to a large number of people once a year and tells them that it is worth considerable money to have a thorough medical overhauling. He quotes the price of \$1,000 insurance on



**Stephen M. Babbitt**  
President

Hutchinson, Kansas

## MORE THAN 50%

of the business written by some of our larger agencies is a direct result of the Fidelity lead service. Our agents interview interested prospects—people who have written the Head Office for information.

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INSURANCE COMPANY, PHILADELPHIA

Walter LeMar Talbot, President  
A few agency openings for the right men

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Do you know the details—the facts—about your financial affairs—the serial number, dividend date and history of your stock? of your bonds? When are notes due? When are premiums due and how much? Have you difficulty in making out income tax reports? These and a hundred more important questions are answered daily if you keep account of your affairs in

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Knowledge of bookkeeping is unnecessary to handle these twelve simple and practical records. Each form is self explanatory and provides space for complete information on every transaction—entries being quickly and easily made.

## Life Insurance Form

shows all necessary facts about policies: name of the company, policy number, plan, amount, amount of premium and dividends dates due, cash value, name of beneficiary, etc.

Companies and Executives will find no gift to equal MI-REFERENCE as a token of good will for Conventions and Agency use. It is now used by insurance salesmen to hold old and win new policyholders. MI-REFERENCE ties up with the Life Insurance business.

MI-REFERENCE is a handsome, handy, loose leaf, 3 ring book. Bound in leatherette with index and 100 sheets, \$5.00. Bound in beautiful genuine leather, with index and 200 sheets, \$10.00. A liberal discount on quantities. Order one today for examination—you will never regret it—money refunded if not satisfactory.

**Pfening & Snyder, Inc.**  
Dept. 31 Columbus, Ohio

## TEACHERS WRITE INSURANCE

College Students Giving Full Time During Summer Also Expected to Boost Total Production

MILWAUKEE, WIS., June 10.—With approximately 400 part-time life insurance agents who are also students or instructors at the various schools in Wisconsin about to begin the solicitation of life insurance business on a full-time basis, for the summer at least, general agents and agency managers of the state are now looking forward to a substantial increase in business during July and August, part of June and part of September.

Although part-time agents are said to be increasingly opposed in many agencies, there is not one Wisconsin agency which does not employ them, and most Milwaukee agencies have large numbers of teachers, especially from rural communities, under contract.

## Teacher Best Part-Time Agent

"In our experience the teacher makes the best part-time agent obtainable," one manager of a large local agency explained. "This is probably so because of the nature of their business which brings them in touch in a rather intimate way with large numbers of people. The teacher agents often bring in a class of business which we would ordinarily not obtain in any other way."

"During the summer, too, when they are on a full-time basis they often aid in bringing to a head many cases which other agents had pending but which, unassisted, they seemed unable to close. Credit for such business is of course divided with the original agent, providing he was active throughout the deal, and the teacher-agent."

Survey of all the leading Wisconsin general agencies with headquarters in Milwaukee last week indicated that all were counting on substantially increased summer time production from their teacher and student agents.

## COULD AID IN CONSERVATION

K. H. Mathus Says Advertising Men Are Best for Drawing Up All Correspondence and Literature

BRIARCLIFF, N. Y., June 9.—The suggestion that the advertising department can be of great aid in reducing lapses and other preventable terminations was made by K. H. Mathus, advertising manager of the United Life & Accident of New Hampshire, in an address before the Insurance Advertising Conference here yesterday. Mr. Mathus said that the publicity director can assist in reducing lapses by applying correct advertising principles to the form letter sent out by the reinstatement bureau. He should also prepare the various enclosures sent out with these form letters. In conservation work, by which is meant the effort to prevent policies from lapsing in the first place, the publicity manager uses printer's ink to address both agents and policyholders, through their respective house organs. Mr. Mathus said the advertising manager should have charge of all communications and enclosures sent out by other departments, submitting them to the department head for final approval, rather than giving final approval on forms drawn up by these department heads. In connection with conservation work, Mr. Mathus said that he believed this phase of the business has been somewhat neglected in the past. The advertising men themselves have placed too much emphasis on the securing of new business and not enough on keeping business on the books.

## Offers Non-Medical for June

During June the Security Mutual Life of Binghamton, N. Y., is offering to write all of its policyholders who have been examined since Jan. 1, 1924, for additional insurance not exceeding \$10,000 without medical examination, except where the company feels conditions warrant it.

the ordinary life plan or 20-payment, whichever he desires. He bases his arguments on the value of a man catching any ailment in its incipency. If the cost is objected to, the agent at once shows the man that it may be worth thousands and thousands of dollars to have the information. He tells the prospect that he will present him with a health certificate. This he does in the way of a \$1,000 policy. He never tackles a man for more than this.

He goes to men who carry large amounts of insurance or small, makes the same argument, a quick canvass gets his \$1,000 application and writes a large number. He has found this very successful. Naturally he does not get all his business this way. He uses this method where he feels there is no chance of getting a man for any further large amount of insurance. He simply shows him that it is worth all the money he is paying out to get the medical examination.

\*\*\*

PRESIDENT R. W. STEVENS of the Illinois Life comments on the opening statement of one of the company's agents. This dolorous but arresting sentence is used: "I am selling funerals." This agent is making a good record this year, as to number of new policies ranging from \$1,000 to \$5,000. Mr. Stevens in commenting further says: "After making this opening statement, which as you can readily imagine rarely fails to arouse the interest of the prospect, he explains that he assumes of course that the prospect has made proper insurance provision for the meeting of his current liabilities, the comfort of his wife and the care and education of his minor children; but that judging from what he has discovered by talking with other men the chances are that he has overlooked the first and most important obligation which his estate will be

under the moment he dies, namely: the funeral and burial expenses.

"He mentions the undertaker's charges which even in the case of a most modest funeral are rarely less than \$1,000; the cost of the burial lot, the selection and purchase of which is usually left for the attention of the widow and at a time when she is in no condition of mind to negotiate the purchase; the cost of even a modest tombstone; and the extra expense incurred in the care and entertainment of friends and relatives who often come from a distance. Furthermore, he points out that soon after the death of the breadwinner it becomes either necessary or advisable that the family move into less expensive quarters, thereby incurring an expense which the average man when arranging his life insurance forgets about entirely. The assumption that Mr. Prospect has arranged for his ordinary insurance needs is of course complimentary and he is therefore favorably impressed by our agent."

"Some advantages that flow from this 'funeral' canvass are that the prospect is not asked to give any information as to his present existing insurance; he understands from the very beginning that the amount of insurance which he is invited to consider is not large and also that the insurance suggested is to be used for the special purpose of laying him away. Most men would like to feel that when they pass on they will receive a burial in keeping with their business and social standing and which will not impair the inheritance of any member of the family."

William T. Nash, well known to life underwriters, has returned for the summer to his home in Indianapolis from Florida where he spent the winter. Shortly after arriving in Indianapolis, Mrs. Nash suffered a fall which resulted in a double fracture of the right arm.

## LOUISIANA STATE LIFE

INSURANCE COMPANY

Home Office, Shreveport, La.

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J. C. EVERETT, Manager

317 Wilson Building

Dallas, Texas

## ARKANSAS

J. E. LEEPER, State Manager

P. O. Box 1077

Little Rock, Arkansas

We may have just what you are looking for. Why not get in touch with us?

## Life Insurance Trusts

Is it a good thing for the proceeds of life insurance policies to be handled in Trust?

Life insurance companies and their agents are interested in the welfare of the Beneficiary, as well as the insured during his life. Where arrangements have been made for the insurance to be paid in a lump sum, it is manifestly a good thing for the Beneficiary to have the money cared for in Trust.

Almost every lawyer, banker and business man knows of cases where insurance money left for wife and children has been dissipated. Do you want yours to take this route?

One method is to have payments made by Annuities or Monthly Installments. Another satisfactory arrangement is to have the money go into Trust, administered through a reliable Trust Company or Bank Trust Department.

This subject is fully treated in the John Hancock book entitled "Estate Conservation and Life Insurance Trusts" which will be sent on request.

Over Sixty Years in Business. Now Insuring Over Two Billion Dollars on 3,500,000 Lives.

John Hancock  
LIFE INSURANCE COMPANY  
OF BOSTON, MASSACHUSETTS

## THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

Published every Friday by THE NATIONAL UNDERWRITER COMPANY, Chicago, Cincinnati and New York. **EDWARD J. WOHLGEMUTH**, President; **JOHN F. WOHLGEMUTH**, Secretary; **H. E. WRIGHT** and **NORA VINCENT PAUL**, Vice-Presidents; **WILLIAM A. SCANLON**, Southwestern Manager; **FRANK W. BLAND**, **GEORGE C. ROEDING** and **O. E. SCHWARTZ**, Associate Managers.

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### Credit to National Association

NOTABLE in the addresses of **JOHN WILLIAM CLEGG**, president of the NATIONAL ASSOCIATION OF LIFE UNDERWRITERS, is the attention given to the training of agents to sell life insurance. The National association has taken on in the last few years a directly constructive character. It is approaching the activities of an educational institute.

Just what definite thought is behind this tendency has not been much discussed. It may be aimed to make the association useful and therefore attract agents to membership. It may be an instinctive zeal to pitch in where much good work is needed, or possibly there is a feeling that if agents are made successful, many of the evils of the business will disappear.

The National association was organized to combat unethical practices and to raise the standards applying to life insurance salesmanship. Many of the evils are due to the incompetency of those who indulge in the reprehensible practices. A man who cannot hold his own as a legitimate salesman is tempted to rebate, to misrepresent his policies, or indulge in unfair competition. A good salesman on the other hand will sell his policy at the correct price to satisfied

policyholders, and will win and deserve the respect of his competitors.

At any rate the educational activities of the National association are well calculated to draw support from every quarter. Whether they are an end in themselves, or a means of attracting membership, or an aid in accomplishing the aims of the association, they are of vast benefit to the business. The value placed on the educational program by individuals is shown by the large attendance at meetings and sales congresses. There is no doubt, furthermore, that the association activities have had a great effect in directing attention to the educational idea. When, for the first time, a few years ago the program of the National meeting was given over wholly to salesmanship ideas, very little attention was given anywhere to the real training of agents. The old formula of a rate book and a bunch of application blanks was all that the new agent got, almost anywhere. Now, there is scarcely a company but what offers some inducement in the way of training. The training schools, even of general agents, reach a high standard and turn out real producers. A great deal of the credit for the changed condition must be given to the National association.

### A "Friendly" Life Insurance Policy

IT WOULD be interesting to see some life company come out with a "friendly" policy. A contract is a meeting of the minds and minds can meet in pleasant converse as well as in stilted phrases.

A letter reading, "I was glad to have your cordial note and take pleasure in accepting your offer," is as binding as the over-worked type of "yours of so-and-so received and contents noted."

A "human interest" policy might be a novelty, but it is entirely practical. Why should not a policy tell in warm and kindly phrases what it is going to do, as well as in cold legal language? Graceful language can be as clear, and indeed is more apt to be clear to a casual reader, than labored terms.

Framing such a policy would not be easy. A mere change of language, without infusing the spirit of friendliness,

would not be to the purpose. Many company lawyers, however, wield a gracious pen. Let one of them steep himself in the human side of the contract. Let him study what it will do for the insured and the beneficiaries, and then let him express it in language that will appeal to the humblest policyholder.

A policy so prepared would be the greatest "selling literature" a company could put out. It would sell itself. There is much complaint that holders do not read their policies, but they are not attractive reading. How many agents put out a sample policy except as evidence of what they say it contains? How many will trust the prospect to see its good points without help from them? Yet it could be put in such pleasing form, verbally and typographically, that it would be read to the last line.

### Reaching the Top Gradually

THERE are a number of young men entering insurance work who seem to think they should hold down at least a vice-presidential job with some company within five years after they start. The man who is really in line for something large, is the fellow who faithfully, honestly and industriously tends to his job, doing his work to the best of his ability.

He will attract attention. If he has brains and good sense, he cannot keep himself hidden. Sometime the call will come. It is said that a third of the members of the New York Rotary Club held subordinate positions until they passed 40 years of age and then they became prominent in high executive places.

## PERSONAL GLIMPSES OF LIFE UNDERWRITERS

**William O. Briggs**, well known to life underwriters throughout the country, and one of the leading producers for New York Life for the past 25 years, died at his home in Milwaukee June 4. Mr. Briggs was 50 years old at the time of his death. He had been in ill health for the past two months. He went to Milwaukee in 1894 and affiliated with New York Life. For many years he was among the 200 agents of the company ranking highest in volume of business each year.

**J. L. Bergstresser** of Pittsburgh, former publisher and editor of the "Insurance World," which was purchased by the "United States Review," was found on the Schenley park golf course in Pittsburgh at 7 a. m. one day recently with two bullet wounds. A revolver was discovered nearby. Mr. Bergstresser was unconscious from the wounds in the left side. Police officers who investigated the case say that Mr. Bergstresser shot himself near the ninth hole on the golf course and then wandered around until he fell unconscious. He was taken to the Homeopathic hospital.

With the closing of this year's session of the American Society of Clinical Pathologists at Philadelphia, **Dr. William G. Exton**, director of the Prudential's longevity service and laboratory, was elected president. Dr. Exton was one of the speakers before the convention, dealing with the development of a new instrument, the scopometer, devised in the Prudential urinalysis laboratories for the measurement of the turbidity or cloudiness of body fluids.

Dr. Exton will assume office next year, succeeding **Dr. Frederick E. Sondern** of New York, former president of the New York College of Post-Graduate Medicine.

Dr. Exton graduated from the College of Physicians and Surgeons, Columbia University, in 1896 and subsequently took post graduate courses in Europe. He has been connected with the Prudential since 1914. Prior to that he was in private practice in New York City, specializing in urology.

**Phil Arbuckle**, former coach at Rice Institute, Houston, Tex., is winning success in the life insurance game, as evidenced by his record during the recent diamond jubilee of the Aetna Life, with which he is associated. According to **Joseph S. Smith**, manager of the Houston district, "Coach" Arbuckle received special recognition from the home office as having paid for more business than any other representative of the southeastern Texas division during the jubilee.

**W. O. Bristow**, district manager at Franklin, Va., for the Mutual Life of New York, was the first to file qualification for membership in the 1926 \$250,000 Club of the company. He filed his papers May 29. A short time previously, he wrote and paid for six \$50,000 policies on lives of officers of the Camp Manufacturing Company of Franklin. This was corporation insurance written for the benefit of the company.

**Theodore Angell** of Springfield, Mass., son of Actuary **Charles H. Angell** of the Massachusetts Mutual Life, is now located in Chicago, being connected with the Bokum & Dingle General Agency of the company in that city. Young Angell graduated at Princeton last June. His father is one of the distinguished Princeton alumni, he being a member of the class of '93.

**Richard Barthelmess**, agent for the Central States Life of St. Louis, at San Diego, Cal., has been elected vice-president of the San Diego Rowing Club, the largest of its kind in the world, having a membership of 717 active members.

Last year Mr. Barthelmess was treasurer of the club and his work was so successful that the membership decided to promote him to the vice-presidency.

May was Manly month with the Indianapolis Life, the business being written in honor of President **Frank B. Manly**. The insurance during May amounted to \$1,663,752. The insurance in force is now \$31,005,849. Dividends paid policyholders up to June 1, amounted to \$78,728. This makes total dividends to policyholders, \$895,504. The death claims paid from Jan. 1 to June 1 amounted to \$82,920. The total insurance business up to June 1 amounted to \$6,760,242, an increase over the same period of 1924, 25.6 percent.

**Commodore A. L. Key**, president of the Volunteer State Life of Chattanooga, and **W. J. Arnette**, vice-president in charge of the agency department, are not only fellow officials in the same company but close personal friends. Having no immediate family ties they reside at the Mountain City Club in Chattanooga. Both men have all the charms of the south, are generous and hospitable in their instincts and are sought out by life insurance visitors who are in Chattanooga. Mr. Arnette is spending most of his time out on the firing line among the agents.

**Charles W. Scovel** of Pittsburgh, associate general agent of the Northwestern Mutual Life, wired **Jules Girardin** of Chicago, general agent of the Phoenix Mutual, his felicitations on his 70th birthday anniversary. Here is the way Charles W. dished up the famous Jules:

Hail Julius, uncrowned Caesar of underwriters! All do know that on the Lupercales we oft did offer thee the kingly crown, which thou didst oft refuse. Hail, prince of good fellows! Father confessor of the troubled souls; pontifex maximus of peace and harmony. Hail, Peter Pan at 70, not yet old nor ever shalt be! We all salute thee, whom we love and fain would emulate.

**Stewart Shillito**, head of the large department store of John Shillito & Co. of Cincinnati, and for 18 years a trustee of the Mutual Life of New York, died Monday of this week. He was a Harvard graduate and one of the leaders in civic and business life of Cincinnati.

**Richard S. Dewees**, one of the leading life underwriters of the country, died at his home in Philadelphia of pneumonia after a five-day illness. He was the leading producer for the Provident Mutual for several years, leading the Philadelphia agency in 1921, 1922 and 1924. He averaged in those years new business of \$1,500,000. He was 11 years on the Philadelphia staff of the Provident.

To Mr. Dewees largely goes the credit for the big success of this year's sales congress in Philadelphia. He was chairman of the speakers and topics committee for the congress and personally engaged the majority of the speakers and selected their subjects for addresses.

Mr. Dewees was born in Haverford, Pa., in 1864 and was a prominent member of the Friends Society. He was head of a large milling corporation before taking up life insurance as a profession. In 1924 Mr. Dewees led all Provident agents in the United States for new business and established a record for the greatest amount of individual business ever recorded in the annals of the company. His record was close to \$2,000,000. He has been president of the Provident Million Dollar Club several times.

**Byron H. Timberlake** was elected right eminent grand commander of the Knights Templar of Minnesota at the conclave of the grand commandery held at Mankato. Mr. Timberlake is Min-

police agent for the Prudential and former deputy insurance commissioner.

John W. Daniels, 58 years old, superintendent of the Cleveland Life at Evansville, Ind., died suddenly at his home last week, death being due to pulmonary congestion. He had been in apparent good health and was stricken suddenly while talking to members of his family. He had been engaged in the insurance business in Evansville for several years and was associated with the old Intermediate Life Insurance, which company was taken over a few years ago by the Cleveland Life. It was through the efforts of Mr. Daniels that the Henry W. Lawton Post, Veterans of the Foreign Wars was organized in Evansville. For many years

Mr. Daniels had been active in the civic and social life of the city.

If W. A. R. Bruehl and his son, W. A. R., Jr., of Cincinnati, remain with the Home Life three years longer, the Bruehl family will have completed 100 years of service with the company. R. A. W. Bruehl took an agent's contract with the Home nine months after it was started, in 1860, and remained with the company 33 years, for most of the time as general manager of the central department. His son, W. A. R. Bruehl, has been with the company 43 years and is still going strong, and his grandson, W. A. R., Jr., has been with the agency 18 years. The Bruehl agency is one of the best the Home Life has and invariably stands near or at the head of the list.

## LIFE AGENCY CHANGES

### R. B. TAPIA IS MADE MANAGER

Prudential Makes Announcement as to the Head of Its Agency at Mobile, Ala.

Robert B. Tapia has been appointed manager of the Mobile agency of the Prudential succeeding his father, J. R. Tapia, whose death recently removed one of the veterans of the Prudential's field service.

The new manager is thoroughly grounded in life insurance. He began as a boy, accompanying his father on business trips about the country. On Jan. 1, 1920, he was taken into partnership under the firm name of Joseph R. Tapia & Son.

This was the outgrowth of an insurance agency established in Mobile by the elder Tapia more than 25 years ago. Mr. Tapia then operated under the supervision of the Prudential Atlanta field headquarters, but in 1903 Mobile was designated an independent agency, with Mr. Tapia in charge.

In 1900 the agency produced new business amounting to \$343,934. In 1924 the new business aggregated more than \$1,500,000, and the insurance in force closely approximated \$11,000,000. Mr. Tapia was first associated with the firm of Tapia & Hogue, but in 1905 Mr. Tapia assumed the management alone, and continued until he took his son into partnership, whereupon Robert assumed an active part in the conduct of the agency.

### M. C. Drumheller

M. C. Drumheller has been appointed general agent for the Columbian National Life at Los Angeles, in charge of southern California territory. He has connected with the local agency there of the Bankers Life, and is a life underwriter of wide and successful experience.

### Brady & Zeiss

The Jefferson Standard Life will soon open a branch office in Philadelphia to supervise the eastern Pennsylvania district, with Brady & Zeiss as managers.

Joseph A. Brady, of the new managerial firm, is the resident vice-president of the Commercial Casualty. F. W. Zeiss, Jr., is widely known in life insurance circles in the city. He has been identified with the Penn Mutual for many years.

### Security Life Appointments

The Security Life of Chicago has reopened several districts in Indiana, Illinois, Iowa and Minnesota. J. C. Sly, who has been assistant superintendent for the John Hancock at Des Moines, becomes general agent at Indianapolis; Orville G. Walsh, supervisor for Iowa to succeed R. P. Shearer; J. P. Watkins, general agent

at Peoria, to succeed W. A. Lohman, resigned.

### J. M. Poindexter

J. M. Poindexter has been appointed special agent for the Montana Life in the counties of Silver Bow, Madison, Beaver Head and Deer Lodge, with headquarters at Butte, Mont. Mr. Poindexter has been cashier of the South Side Bank in Butte and prior to that was with the Metals Bank & Trust Company of Butte.

### McClung & McClung

McClung & McClung have been appointed general agents of Minnesota Mutual Life at Manhattan, Tex. The partnership consists of John R. McClung and T. O. McClung, who with their father are conducting a general insurance business in the city. John R. McClung is in charge of the life department.

### C. A. Lathrop

C. A. Lathrop has taken over the Minnesota Mutual Life general agency with headquarters at Billings, Mont. Mr. Lathrop is one of the best known insurance men in the northwest and was formerly general agent for the Western Union Life in Montana.

### Life Agency Notes

Earl P. Southard has taken over the Battle Creek, Mich., general agency of the Minnesota Mutual.

Guy A. Ramsdell, Indiana manager of the Mutual Life of New York, has announced the appointment of W. S. Boswell as district manager for Jackson County, Ind., and surrounding territory, with headquarters at Seymour.

Peter C. Sweeny has made a connection with the Detroit agency of the Northwestern Mutual Life. For the past 10 years he has been with the Edison Shop in Detroit as retail sales manager. He has a large acquaintance in the city.

### Mid-Continent Life to Build

The Mid-Continent Life of Oklahoma City, has announced the prospective erection of a new home office building. The building is to involve \$350,000, is to cover a lot 100x140, and will be occupied exclusively by the company. It will be four or five stories in height. The location is not definitely decided upon.

### Missouri State's New Plan

The Missouri State Life is now considering applications for health insurance under its Pennant health policy for terms of three and six months. Issuance of the policy on the quarterly and semi-annual basis is subject to the usual underwriting rules. Health insurance will not be issued unless the applicant is carrying or has applied for an equal or greater amount of accident insurance with the company. Insurance will not be issued on any individual case for a premium of less than \$5 nor for a weekly indemnity in excess of \$50 on the quarterly or semi-annual basis.

## "Eliminate waste to assure abundance"

—COOLIDGE

IN President Coolidge's inaugural address, every life insurance man must have recognized in his appeal for economy and conservation, the very sentiments underlying the whole structure of Life Insurance.

Life Insurance provides the best method for the carrying out of his plea for thrift.

The Northwestern National Life is a strong mutual legal reserve company supplying a wide range of insurance service to meet every demand.

Opportunities for direct agency contracts are open in Southern Indiana, Southern Illinois, Missouri, Kansas, Arkansas, Utah, Pennsylvania, Eastern Tennessee, Louisiana and Virginia.

## NORTHWESTERN NATIONAL LIFE INSURANCE COMPANY

Minneapolis, Minn.

Incorporated 1851

## BERKSHIRE LIFE INSURANCE COMPANY

PITTSFIELD, MASS.

FREDERIC H. RHODES, President

This Company has always pursued those policies in the conduct of its business that have given it a high reputation for stability and fair dealing.

Has always rendered the highest grade of service to its policyholders.

Has always extended reasonable assistance and encouragement to its representatives to develop and hold their business.

Its policy contracts give to each individual insurer full protection, safeguarding, at the same time, the interest of all its policyholders.

JOHN BARKER, Vice-President

ROBERT H. DAVENPORT, Secretary

## Premiums once reduced are permanently lower

War, Flu or other catastrophe can not raise them even to their original level as would be the case in "participating" insurance if "dividends" were decreased or passed.

Do you know of any non-participating policies which provide for sharing in mortality savings and excess interest earnings? Premiums have been reduced under several forms of policies since 1919 and this unique feature is now regularly embodied in all forms of the low-rate non-participating policies issued by the

## FEDERAL UNION LIFE

Home Office—Cincinnati, Ohio

## EASTERN STATES ACTIVITIES

### PLANS CIRCULATING LIBRARY

#### Cleveland Association Arranges for Further Extension of Service Offered to Its Members

The Cleveland Association of Life Underwriters, whose development of service to members during the past few years has attracted considerable interest, is putting in a circulating loan library for use of members only. The plan is to provide all the publications of the National Association and other books on insurance, salesmanship and allied subjects.

According to Clinton F. Criswell, executive secretary of the association, who worked up the idea, such a library will be of most benefit to those who can best appreciate it, i.e., the agent just coming into the business, who is anxious to learn but short of cash; and the experienced life underwriter who desires to specialize in business insurance, taxation, corporate organization and management, etc. There is no reason why the life underwriters' office, especially in the smaller cities, should not eventually contain the best collection of insurance books in the city.

It is thought that a good library will prove an incentive to membership. With the development of full-time secretary operation in the larger cities, an opportunity is offered to provide a definite, tangible service, and if combined with a bulletin service, will aid general agents and managers in their educational work, especially with new men.

#### Celebrate Big Production Record

Grand Rapids, Kalamazoo and Muskegon districts of the Michigan Mutual

Life were represented at a meeting at Grand Rapids last week to celebrate the biggest production month in the history of the three districts. The business written totaled \$1,198,567. J. E. Walker of Detroit, state supervisor of district agents, was the principal speaker.

#### Boost Thrift Organization

Officials of the Detroit Life and Grange Life took prominent parts in the state convention of the Capitol Thrift Association at Lansing, Mich., last week. Among those present from the Detroit company were Morris Fishman, first vice-president; Daniel G. Neuber, superintendent of agents; Homer Guck, assistant to the president; and Clare A. Lamareaux, central Michigan manager. S. R. Appleton, supervisor of agents for the Grange Life of Lansing, represented that company. Several addresses were given stressing the advantages to be gained from hitching up bankers and insurance men in the interests of thrift, after a fashion practiced by the Capitol Thrift. Shapiro & Foss, Michigan managers of the company, sponsored the meeting there and Harry Foss, junior member of the firm, pledged the organization to a production of new business totaling \$350,000 to honor M. E. O'Brien, president of the Detroit Life, which company is making an intensive production effort during June. C. R. Pond of Lansing was named assistant manager of the Capitol Thrift for that city.

#### Seek Data on Ethics

Cincinnati life underwriters have been bulletined by C. E. Blosser with a request for information and suggestions as to "improvement in professional ethics" to be made the basis of a report to the National Association of Life Underwriters at its next convention in Kansas City.

The questionnaire to which each agent is asked to respond covers rebating, twisting, misrepresentation, brokerage, stealing of agents and general remarks or suggestions. Mr. Blosser is attempting to find out the extent of these practices and present some definite suggestions as to an improvement in professional ethics.

#### Woods Agency Convention

The annual agency convention of the Edward A. Woods agency of the Equitable Life of New York at Pittsburgh, Pa., will be held at Deer Park hotel, Deer Park, Md., July 6-13. The business sessions will be from July 8 to 11.

#### Licensed in New Jersey

The Farmers & Traders Life has been licensed in New Jersey. The company reports that it is now writing a larger volume of business than was ever written and the current year will exceed all past records for new business.

#### Rochester School Opens

The University of Rochester opened its course in life insurance salesmanship

this week. The course is given under the supervision of the Life Underwriters Association and is in charge of Dr. G. W. Lovelace of the New York University. The classes will continue for 11 weeks, class sessions being held three days a week, the balance of the time being given over to practical work.

#### Snyder Agency Expands

The Elmer W. Snyder general agent of the Massachusetts Mutual in Cleveland is developing a program of expansion that will undoubtedly make it one of the largest in the country within a few years. The entire ninth floor of the Hippodrome building has been taken over, making possible the enlargement of the various departments and the putting on of additional men.

The agency stood third in the company's production last year.

#### Issues Insurance Law Supplement

Superintendent Conn of the Ohio insurance department has issued a supplement of the insurance laws of Ohio, containing the enactments of the 1925 general assembly.

## IN THE MISSISSIPPI VALLEY

### FINISH FEDERATION PROGRAM

#### Good Speakers Listed for Meeting of Wisconsin Organization to Be Held in Milwaukee June 15

MILWAUKEE, Wis., June 10.—Program for the annual meeting of the Insurance Federation of Wisconsin has been completed by M. L. Fletcher, executive secretary, and her committee which includes Henry F. Tyrrell, chairman, Northwestern Mutual Life; Jay J.

Reynolds, Northwestern Casualty & Surety, and R. E. Brandenburg, Concordia Fire. Several hundred of the most prominent insurance men in all lines in Wisconsin are expected to attend. The meeting will be held June 12 at the Wisconsin hotel in this city.

Commissioner W. Stanley Smith of Wisconsin will be present as a guest of honor, and will have the introductory position on the program. He will talk briefly on general insurance matters. Clifford Ireland, director of trade and commerce of Illinois, will talk on "Why



## Exclusive Territory

Capable men desiring to build their own General Agencies in territory large enough to give them a real opportunity can obtain exclusive territory of their own choice with this progressive young Company. We accept all classes of life risks, age one day to 65 years.

### INDIANA

Terra Haute Indianapolis

### OHIO

Cincinnati Dayton

### MISSOURI

St. Joseph Springfield

are among the present openings for general agents. There are many others in Illinois, Iowa, Oklahoma and Michigan as well as the States named above.

Communicate with A. O. Hughes, Vice-President in charge of Agencies.

**Farmers National Life Insurance Company**  
OF AMERICA

3401 South Michigan Ave., Chicago, Illinois

## Lengthening Human Life

**G**REAT financial strength makes it possible for the METROPOLITAN to carry on a nationwide campaign for better health and longer life.

Records kept by the Company show an extraordinary decrease in the death rate among its policyholders. Compared with 1911, for example, there were nearly 62,000 fewer deaths in 1924 among its Industrial policyholders than there would have been if the 1911 death rate had prevailed.

While the average life span in the United States is five and one-half years greater than it was twelve years ago, the life span of the Industrial policyholders of the Metropolitan increased nearly eight and one-half years—a betterment of three years over the general average—in the same interval.

## Health and Welfare Statement

DECEMBER 31, 1924

Lives saved among Metropolitan Industrial Policyholders since 1911 in excess of mortality improvement for population in general .....	200,000 people
Saving in death claims since 1911 .....	\$40,000,000
Lives saved in 1924 as compared with death rate for 1911 .....	61,958 people
Decline in mortality rate among Metropolitan Industrial Policyholders for all causes of death since 1911 .....	32.1%
Decline in Metropolitan Tuberculosis mortality rate since 1911 .....	53.4%
Decline in Metropolitan Typhoid mortality rate since 1911 .....	80.3%
Decline in Metropolitan Diphtheria mortality rate since 1911 .....	53.1%
Health information through magazine advertisements reached in 1924 .....	50,000,000 people
Health literature distributed free in 1924 .....	40,474,878 copies
Trained nursing care for sick policyholders in 1924 .....	2,565,295 visits
Health examination film shown to .....	2,000,000 people
Total expenditures for Health and Welfare Work among Policyholders in 1924 .....	\$3,027,001.25

**METROPOLITAN LIFE INSURANCE COMPANY**  
NEW YORK

Royal Templars are two new fraternal organizations. J. R. Lightfoot being the organizer of the second, a colored organization.

### Chicago Agents Banquet

D. S. Dickenson, president of Security Mutual Life of New York, was in Chicago last week attending an agency dinner given in honor of the Chicago agency, of which Samuel R. Cooper is manager. The gathering was filled with enthusiasm and much credit was given to Mr. Cooper, who has been with the company as manager for only two years, but has set a new record for production. He has built up an agency force of good strong personal producers. Under his direction the Chicago office has built up a splendid volume of business each year.

### Universal Life Reports Big Gain

The Universal Life of Iowa issued the largest volume of business in May ever issued in any month in the history of the company. This month was set aside by the agency force in honor of the company's secretary, Charles E. Ward, and in recognition of his splendid efforts and past cooperation to the agents they gave him a wonderful compliment, writing 300 percent more business in May, 1925, than in May, 1924. The company reports a gain since Jan. 1, 1925, of 60 percent over the same period of last year.

### Mrs. Fletcher Addresses Life Women

M. L. Fletcher, executive secretary of the Insurance Federation of Wisconsin, was the principal speaker at a meeting of the women's department of Mutual Life of New York, Whitney agency, held in Milwaukee. About 20 of the women workers in the division were present to hear Mrs. Fletcher discuss "The Institution of Insurance." The women's division of the Whitney agency, under direction of Lorraine S. Ferrar, has been unusually successful since its inception some months ago and has established a splendid record for constructive work, production and training of women agents.

### Whitney Agency's Meeting

The third annual meeting of the field club of the Bruce H. Whitney agency, representing the Mutual Life of New York in Wisconsin and upper Michigan, was held at Milwaukee Friday. Some 75 agents attended. Speakers included F. F. Frusher, district manager at Madison, Wis., on "What Life Insurance Really Means"; Gifford T. Vermillion, special agent at Milwaukee, on "Corporation and Business Insurance," and R. K. Overton, district manager at Janesville, Wis., on "Securing Prospects." Dinner speakers included John R. Hastie of Chicago on "Our Company" and Otis M. Johnson of Appleton, Wis., on "Opportunity."

### Make Good in Jubilee Campaign

McClung & Deaton of Des Moines, general agents for the Aetna Life for Iowa, made a notable record in the Diamond Jubilee campaign. The goal set for the Iowa organization was \$3,136,921 and the total accomplished was \$3,151,292. Friend L. Wells, superintendent of agents, telegraphed congratulations to Messrs. McClung and Deaton over the success of the drive.

### Central Life in the Pool

In a recent edition the story of a new reinsurance pool consisting of Illinois legal reserve companies was printed. The article stated that the Continental Assurance of Chicago was a member of the pool. This is incorrect. The Central Life of Chicago, whose name was omitted is a member and the Continental is not.

### Life Notes

The Prudential of America has been licensed for life insurance in Manitoba. The Sun Life of Montreal has been admitted to Ohio.

Insurance Supervision and Control," a topic of major interest to the membership of the Federation.

Charles H. Burras of Chicago, president of the Illinois Federation and well known in the Wisconsin field, will speak on some of the activities occupying the attention of the Illinois organization. President George D. Webb of Chicago and Secretary John T. Hutchinson of Detroit will represent the Insurance Federation of America at the meeting. Each will speak briefly on subjects of national importance.

Because of the pressure of legislative duties, the executive secretary of the Wisconsin Federation has not been able to devote the usual amount of time required to promote attendance at the gathering. Despite this fact it is expected that the meeting will be one of the largest and best-attended in the history of the state federation, because of the importance of the work done by the organization this year, and because of the interesting program prepared.

### FINE WORK IN NORTH DAKOTA

Hatcher Bros., General Agents of the Great West Life, Are Writing over \$4,000,000 Yearly

Hatcher Brothers of Fargo, state agents in North Dakota for the Great West Life of Winnipeg, Man., are making a great record in their state for this sterling Canadian company. Out of 51 companies operating in North Dakota since 1920 there are only 12 which show a gain in insurance in force for the past four years and of these 12 the Great West Life leads by a very wide margin, having gained \$5,473,736, the next largest gain being that of the Equitable of New York with \$1,872,785. Hatcher Brothers wrote \$3,500,000 in 1924 and \$4,400,000 in 1925. They now have \$11,700,000 in force in North Dakota. They have about 35 active men at work and are going strong. The Great West Life has never paid less than 6 percent interest on policy proceeds and dividends left on deposit with the company. On a 20 payment life issued in 1907 at age 25, the annual premium per thousand being \$28.50, the policy was paid up in 14 years by the dividends left with the company.

### Fowler Milwaukee Speaker

Edgar C. Fowler, general agent at Chicago for the New England Mutual Life, was the principal speaker at a recent general meeting of that company's Wisconsin and northern Michigan field men at the office of the A. L. Saltzstein general agency, Milwaukee. Other speakers included Mr. Saltzstein, Dr. William Thalheimer, examining physician at Milwaukee, and several of the attending agents. More than 100 agents were present.

### Wisconsin Inheritance Tax Bill

Wisconsin life insurance men are wondering what effect Bill 415-A, which restores the condition that existed in Wisconsin inheritance tax circles prior to passage of the Arnold bill in 1921, will have on life insurance sales in the state. The bill provides that the maximum inheritance tax that may be assessed against any beneficiary to whom property has been transferred shall not exceed 15 percent of the value of that property. Previously, the graduated scale had provided for assessments up to and above 40 percent of the value.

### Many Licenses Issued

The past few weeks the Illinois insurance department has licensed 16 life companies and fraternal, including the Builders Mutual Life of Chicago, Midland Mutual Life of Columbus, O.; Progressive Life of Springfield, Ill.; Grand Lodge of Illinois of the Order of Sons of Italy, and the National Council of the Royal Templars of America. The Progressive Life is an assessment company, of which S. J. Workman is the organizer. The Sons of Italy and the

## IN THE SOUTH AND SOUTHWEST

### MAY LOAN MONEY IN TEXAS

**New York Life Wants to Know, However, Just How Robertson Law Would Affect Such Action**

The New York Life, one of the companies which withdrew from Texas when the Robertson law became effective, is seeking to re-enter the state, it is learned from Eugene Locke, Dallas attorney representing the company. The New York Life does not wish to write insurance in Texas, it is said, but would like to make loans in the state. The proposition has been put up to the attorney general.

#### Collects Premiums by Mail

The company has held its policies in Texas since withdrawing from the state by collecting premiums through the mail and thus avoiding the payment of taxes on premiums. The company now wishes to ascertain if it can come into Texas and lend money without suits being filed for collection of premium taxes. The attorney general will prob-

ably render no opinion on the question unless requested to do so by the insurance commissioner.

#### Arrange for Farm Loans

The Southland Life of Dallas has announced that loans will be made to farmers throughout Texas at 6 percent interest and without amortization. The periods of a loan will range from 5 to 30 years and the transactions will be made direct, thus eliminating brokerage fees.

#### Great Southern's Agency Meeting

Program arrangements are well under way for the annual convention of Great Southern Life agents, Galveston, June 22-24. On Monday, the opening day, get together meetings will be held, introductions, greetings, renewal of old acquaintances, etc. At the afternoon session President E. P. Greenwood will deliver an address. This will be followed by a business meeting in charge of W. E. Bilheimer of St. Louis.

A meeting in charge of President

Greenwood will open the Tuesday convention. Discussions concerning renewals, future plans and problems will be in order. The rest of the convention will be taken over to diversion of all sorts, after dinner talks, boating, swimming, etc.

More agents have qualified for this meeting than ever before, President Greenwood said.

#### Made Assistant Secretary

M. W. Young, formerly manager of the policy department of the Great Southern Life at Houston, Tex., has been made assistant secretary. Mr. Young was with the Oklahoma National when it was purchased by the Great Southern and has been with the Great Southern 13 years.

#### Hold Conventions in Memphis

The Mutual Life Field Club for Tennessee, Arkansas and Mississippi held its convention in Memphis last week. Jeff B. Marmon, Memphis manager, was in charge. Members attending reported business good in the three states, despite dry weather and the general pessimism of farmers.

The Robert M. Gamble agency of the Pan-American Life at Memphis also had all its representatives there for a three-day gathering recently, which was

attended by C. D. Corey and Ted Simmons of the home office.

### Mississippi Tax Constitutional

The supreme court of Mississippi has declared that the income tax law enacted at the last session of the legislature is constitutional. This is a reversal of the decision of a lower court and applies to insurance companies as well as others. The high loss ratio in Mississippi, however, will probably eliminate any heavy burden on this account to insurance companies. The tax is based on Mississippi premiums less losses paid and pro-rata share of expenses. Because of last year's losses there is very little tax if any to pay this year.

## PACIFIC COAST

### JOINS J. N. RUSSELL AGENCY

**Charles S. Hutchings, Well Known on Pacific Coast, Made Manager of Conservation Department**

John Newton Russell, manager of the home office agency of the Pacific Mutual Life, announces the appointment of Charles S. Hutchings as manager of the conservation department.

Mr. Hutchings is a man of wide experience in life insurance work, his early training having been gained as a member for 11 years of the actuarial staff of the Northwestern Mutual Life. It is an interesting fact in this connection that his father was also with the home office organization of the Northwestern Mutual for 21 years, up to the time of his death.

#### In California 12 Years

C. S. Hutchings went to California about 12 years ago, locating in Oakland, where he was engaged in another line of business until December, 1916, when he entered the service of the West Coast Life as chief clerk of the actuarial division. He was advanced to the position of assistant actuary in September, 1917, and remained with this company until April, 1919, when he resigned to become actuary of the American National of Galveston, in addition to which he was shortly given charge of the duties of agency manager of the ordinary department.

#### Specialized on Conservation

In 1922 he returned to California and again became a member of the home office staff of the West Coast Life as manager of its conservation department, in which line of work he established a gratifying record. This position was resigned May 15 of this year, for the purpose of engaging in restoration work on an independent basis, but a number of attractive offers for his exclusive services in the reinstatement of business were received and he finally decided to become associated with the Russell agency, which in volume of insurance on its books is larger than many companies.

#### Transferred to Pacific Northwest

Arthur J. Johnson, assistant manager of the branch office of the Travelers in Des Moines, has been promoted to have charge of the production of group insurance of the Pacific northwest district, which includes Seattle, Spokane, Yakima, Wash., Portland, Ore., and Vancouver, B. C. Mr. Johnson left June 5 for Hartford to confer with company officials before taking up his new duties in the west.

#### Illinois Life's May Business

The Illinois Life reports that in May it wrote \$5,204,000 completed new business in honor of James W. Stevens, founder of the company, its president for many years and now the chairman of the board. There were 1,941 applications. Last year the production was \$5,089,500 during May.

## Our Agents Have

**A Wider Field—  
An Increased Opportunity  
Because We Have**

**Age Limits from 0 to 60.**

**Policies for substantial amounts (up to \$5,000) for Children on variety of Life and Endowment plans, thus enabling parents to buy all of the Family's insurance on the Ordinary, i.e. Annual, Semi-annual or Quarterly Premium plan.**

**Participating and Non-Participating Policies.**

**Same Rates for Males and Females.**

**Double Indemnity and Total and Permanent Disability features for Males and Females alike.**

**Standard and Substandard Risk Contracts, i. e. less work for nothing.**

**We have openings in Ala., Ariz., Ark., Dela., D. C., Fla., Ga., Ill., Ia., Kans., Md., Mich., Minn., Miss., N. M., N. C., Okla., S. D., W. Va., Wyo.**

## THE OLD COLONY LIFE INSURANCE COMPANY of CHICAGO, ILL.

**B. R. NUESKE, President**

**The Company has its Home Office in its own building at 166 W. Jackson Blvd., running through to Quincy and Wells Streets, right in the heart of Chicago's Financial district.**

## IN THE ACCIDENT AND HEALTH FIELD

## PLAN BIG LEGAL DIRECTORY

Comprehensive Publication to Be Put Out to Take Over International Claim Association Book

The legal directory committee of the International Claim Association has made arrangements for the publication of a comprehensive legal directory to cover not only the United States, but foreign countries and also all branches of the insurance business. This committee, which is composed of R. R. Harwood, Pacific Mutual Life, chairman; Martin P. Cornelius, Continental Casualty, and Edward St. Clair, North American Accident, last year published a directory of attorneys approved by the health and accident and life companies throughout the country. This year, however, in bringing the directory up to date and expanding it, the committee decided to turn the compilation over to R. W. Martindale of the Martindale Legal Directory organization who has formed the Bar List Publishing Company and will now issue the "Insurance Bar," an annual publication devoted to attorneys specializing in insurance claims and adjustments. The organization will take the directory published by the International Claim Association as a basis and expand it to cover fire, marine, casualty and life insurance in all the branches. A list of foreign counsel submitted by foreign insurance companies will also be incorporated. The volume will not be ready for issue until the first of the year but the members of the International Claim Association have been offered the use of the information in the files of the Bar List Publishing Company in the meantime.

## Sold Bogus Accident Policies

H. P. Neal, alias J. L. Frizell, was arrested the other day in Danville, Va., on the charge of perpetrating an insurance fraud and was bailed in the sum of \$500 for hearing June 12. He is alleged to have sold eleven accident policies to professional and business men of Danville all of which were bogus, police say. He had convincing literature and maintained that he represented a well known life insurance company of Chicago which offered to pay \$2,000 for the loss of two limbs and both eyes, and half that sum for loss of one limb and one eye. At death, \$2,000 was to be paid—all for the attractive premium of \$2 a year. It is charged that Neal collected premiums in each of the eleven cases written and gave receipt. According to the police, he made a clean breast, saying that he perpetrated the fraud because he needed money. His literature, it developed, was printed in Durham, N. C.

## Provident's New Supervisor

CHATTANOOGA, TENN., June 9.—Announcement is made by the Provident Life & Accident of the appointment of J. Cross, Jr., recently of Atlanta, to be field supervisor in the commercial accident and health department. Mr. Cross has already taken up his residence in Chattanooga, making his headquarters at the home office. For several years Mr. Cross has been associated with the Aetna organization as field supervisor in this territory and has built up an extensive acquaintance in the field. His work with the Provident will carry him into all the 21 states served by the company, extending from Pennsylvania to Texas. Appointment of a new supervisor by the Provident is a necessary expansion of the personnel. It is explained, to take care of the rapidly growing business of the commercial accident and health department.

## Burford Given San Francisco

L. G. Burford has been appointed claim representative for the Pacific Mutual Life in charge of the San Francisco office. Mr. Burford has been with the Pacific Mutual for some time and has completed a four months' training course at the home office.

## REGIONAL MEETINGS ARE ON

Business Men's Assurance Officials Are Visiting State Headquarters and Talking to the Salesmen

The Business Men's Assurance of Kansas City is holding a sales meeting this week at its branch office, recently opened in South Dakota under the supervision of A. W. Watwood. Following this meeting there will be one held at Springfield, Ill., June 15-17. L. H. Harris, supervisor for Illinois, will have all the men of his state at that meeting, while E. J. Montague, director of the field service department, and J. C. Higdon, actuary, will represent the home office. Mr. Higdon will attend the actuarial meeting in Chicago on Thursday and Friday of this week, joining Mr. Montague at Springfield for the opening of that meeting next Monday.

From there Messrs. Montague and Higdon will proceed to Indianapolis, where F. W. Moller, supervisor for Indiana, has prepared for a similar meeting to continue through June 18-20.

From that point they will go to Nashville, where a meeting will be held on June 22-25. C. B. Adams and E. W. Welton, supervisors for Tennessee and Kentucky, which states the company recently entered, have assembled an unusual number of new salesmen. More time is being allowed for that meeting, therefore, because of the larger proportion of inexperienced men that will be in attendance.

Shortly after returning from the Nashville meeting, W. T. Grant, president, and Vice-Presidents J. H. Torrance, in charge of claims, and A. W. Hogue, in charge of sales, will start on a western trip and hold a series of sectional sales meetings at Denver, Salt Lake City, Seattle, Portland, San Francisco and Los Angeles.

Business for May was very satisfactory, showing an increase of a little more than 20 percent over May, 1924, while life insurance was more than double that of last May. The life insurance sales for the first five months amounted to \$8,129,346, as compared with \$3,758,214 during the corresponding period of 1924. Present indications are that the company will not only reach its objective of \$16,000,000 of new life business for this year but will go beyond that point and probably exceed the \$20,000,000 mark.

## License New Illinois Company

The Illinois Insurance department has licensed the American Underwriters Health & Accident of Peoria, Ill., organized last month to write accident and health insurance. The incorporators are: John W. Trager, Peoria, Ill.; H. O. Pritchard, G. H. Bryan, Ben Bloch, N. C. Ulrich, J. Y. Bryan, Grover C. Lippard, W. A. Moberly, John R. Walsh, all of Peoria, and William E. Mobley, Washburn, Ill. The organization of the company was handled by Grover C. Lippard of Peoria, who has headquarters in the Peoria Life building.

The Illinois department has also licensed the United Craftsmen of Springfield, Mass., to write accident and health insurance only.

## Cuts Out Life Indemnity

The Aetna Life has joined the list of companies which refuse to write accident and health insurance on the life indemnity basis. Only three or four of the larger companies are now writing that class of business. The Aetna sustained a particularly heavy loss on that class of indemnity in the past three or four years. It has found that it writes this business mostly on persons receiving salaries of \$3,500 and up, which it says constitutes a minority of the people, with a resulting opportunity for selection against the company. It is held that the insurance company is in the same position in this respect as the manufacturer, who does not consider it advantageous

# Empire Mutual

## Life Insurance Company

of the United States

KANSAS CITY, MISSOURI

## Life Insurance for a Greater Number



The scope of National Life service is evidenced by the number of applications received from the uninsured which average about 50% of the total. It is further evidenced by the fact that under 46% of the policies becoming claims the insured carried no other insurance.

A National Life Contract offers the opportunity for increased earnings through selling more insurance to more people. Top contracts available in choice territory.

National Life Association, - Des Moines, Iowa

## FOUR YEARS YOUNG

## Our Business in 1924

Income \$608,000.....	Gain 13+%
Assets over \$1,100,000.....	Gain 25+%
Capital and Surplus over \$358,000 .....	Gain 14+%
Savings in Mortality \$73,000 or...	66 %

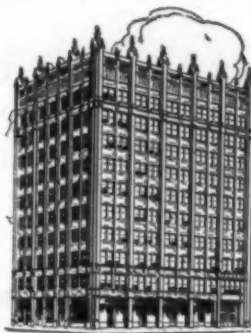
We have paid to our Policyholders or their beneficiaries since our organization started—\$202,476.15.

## SALESMEN WANTED

Minnesota, Iowa, Nebraska, Missouri, Kansas, Arkansas and Oklahoma.

### NATIONAL RESERVE LIFE INS. CO.

GEO. GODFREY MOORE, President  
Topeka, Kansas



New Home Office Under Construction

## THE MUTUAL LIFE

The Mutual Life Insurance Company of New York has a record of EIGHTY-TWO YEARS of prosperous and successful business. It has passed through panics, pestilence and wars unharmed, and to-day, as a result of eight decades of endeavor, offers financial strength, reputation, magnitude, leadership, and life insurance service.

Those considering life insurance as a profession are invited to apply to

**The Mutual Life Insurance Company**  
of New York  
34 Nassau Street, New York

NATIONAL UNDERWRITER WANT ADS ARE RESULT GETTERS



## Satisfied Policyholders

More than 29% of all business written in 1924 was placed on the lives of old policyholders. What better evidence could there be that policyholders appreciate the "golden rule" service of Iowa's Oldest Company?

Men desiring to become agents for a good, old line company will realize the advantage of a contract with this company of satisfied policyholders.

## EQUITABLE LIFE INSURANCE COMPANY OF IOWA

Founded: 1867

Home Office: Des Moines

# 52.4%

of the new business issued by The Northwestern Mutual Life Insurance Company of Milwaukee, Wisconsin, in 1924 was upon applications of members previously insured in the Company.

The  
Policyholders'  
Company



Once a Policyholder—Always  
a Prospect.

**THE NORTHWESTERN MUTUAL LIFE INSURANCE COMPANY**  
MILWAUKEE, WISCONSIN

W. D. Van Dyke, President

# ROCKFORD LIFE

For direct contract with Company, write to

**FRANCIS L. BROWN, Secretary and Manager**  
ROCKFORD, ILLINOIS

**MICHIGAN, OHIO AND MINNESOTA TERRITORY OPEN**

to put out an article which cannot be offered at a price within the reach of the majority of the people.

One of the big reinsurance companies operating in this country recently cancelled several of its important contracts because the companies involved were writing life indemnity business and the reinsurer considered that the risk was too heavy for it to carry.

### Washington L. & A. Promotions

The Washington Life & Accident announces several changes in its field organization. As a result of the promotion of Manager Arvin of the Springfield district to Chicago No. 2, Superintendent Dempsey of Peoria has been transferred to take charge of that district, which will hereafter be known as the Peoria district, with offices at Peoria, Ill. Superintendent R. E. Forbes, formerly of Chicago, has been assigned to the former Peoria district, which is now to be known as the northern Illinois district. H. D. MacGregor has been promoted to superintendent at Chicago No. 1 office. He had had charge of a debit

in Chicago for the past three years. Agent E. C. Korst of the St. Louis district has been promoted to field superintendent of the same district. With the promotion of Mr. Korst, Manager Eckman of St. Louis now has a staff of two superintendents and 14 agents.

### Fidelity L. & A. Changes

Several appointments have been announced by the Fidelity Life & Accident of Louisville, chief of which is advancement of J. B. Blandford from cashier to assistant secretary. H. W. Bond has been appointed cashier and R. M. Cole has been appointed manager of policy department.

### National L. & A. Promotions

L. E. Ogden of Texarkana and A. H. Kassing of St. Louis No. 1, who have made excellent records in their respective districts, have been promoted to superintendencies by the National Life & Accident.

Special honor was paid by officials of the National recently to Manager McCall of Nashville in celebration of his 25th anniversary of continuous service with the company. President Craig and nearly all of the other high officials of the company attended the luncheon and paid high tribute to Mr. McDill.

### Change in Chicago Agency

A. H. Reed, general agent for the Chicago division of the Mutual Life of Illinois, has sold his agency to Fred Schmidt and A. W. Parker, who are two of Mr. Reed's old time agents and large producers. These general agents will take active charge the latter part of June.

Mr. Reed is planning to go to Los Angeles, where he intends to get into the insurance business on a larger scale. He opened the Chicago office of the Mutual Life in 1918, and wrote the first policy himself, which is still on the books. This agency has had a remarkable growth, and has done a splendid business under the management of Mr. Reed. There are about 40 agents at present operating out of this office. The agents are very carefully selected, and only men of high character and ability are picked. This, in a large measure, accounts for the success of the Mutual Life in Chicago. The loss ratio has been low, due to a system which Mr. Reed has worked out and which has been used with very good results. If for any reason an agent leaves the company, he can sell the business which he has written to the company, or to other agents in the organization. He gets a fair figure for this, goes away with a clean slate, and his business is kept on the books.

### Provident L. & A. Convention

CHATTANOOGA, TENN., June 9.—The Provident Life & Accident will hold its annual agency convention this year at Signal Mountain, Tenn., a well known summer resort on top of a mountain ten miles from Chattanooga. Because of the splendid hotel facilities, golf links, day and night tennis courts, swimming pool, large boating lake, horse back riding and other outdoor activities afforded by Signal Mountain, this is believed to be one of the most attractive spots in the country for an agency meeting. Agents who attend the convention will be those who qualify for the Provident Club and the Maclellan Club, of which there are already a large number. Time limit for qualifying for the two clubs is midnight of July 31. The convention will be held Sept. 24-26. The annual picnic of the home office force will be held on Signal Mountain on Saturday, June 27.

### Connecticut General Accident Month

The Connecticut General's recent campaign for accident business resulted in the largest production it has ever had in this department.

New written premiums totaled over \$117,000. Over 150 gold pencils were distributed to agents writing over \$200 in premiums and to general agents whose agencies wrote over 100 percent of their quota. Over 50 fountain pens were awarded to agents who wrote \$400 in premiums and to general agents whose agencies wrote 150 percent of their quota. The company's quota for the month was \$75,000 in accident premiums and this was exceeded by more than 50 percent.

## NEWS ABOUT LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values, and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem," Published Annually in May and April respectively. PRICE, \$3.50 and \$2.00 respectively.

### Connecticut General

The Connecticut General has announced that during June it will conduct medical examination to policyholders who have passed its medical examination within two years.

The limit of insurance that will be issued under this plan is \$10,000.

This same offer made last year resulted in the largest volume of individual life insurance the company had ever received in one month, and indications are that June, 1925, will pass June, 1924.

### Montana Life

The Montana Life has announced the issuance of a ten-year convertible term policy, which is written for not less than \$10,000. It is not issued to women and only standard risks are eligible. At any time within seven years from date of issue policy may be converted without evidence of insurability. The policy itself does not contain any disability benefits, but these benefits may be applied for.

### New York Life

The New York Life announces that along with its salary savings plan, whenever a group of five or more draw "Nylles" in any one branch office are

desirous of taking out salary savings insurance, the company will consider the group providing the total amount of insurance is at least \$10,000, and further providing that no agent applies for insurance on which the monthly premium is in excess of one-half of his monthly "Nylle" check.

### Puritan Life

The Puritan Life of Providence, R. I., has added a waiver of premium clause to all its policy forms, the rider being sold at a cost of from 25 cents to 37 cents per \$1,000 at age 35, depending on the policy form to which it is attached. In the case of all term policies, however, the rate is 51 cents per \$1,000.

### Phoenix Mutual Life

The Phoenix Mutual Life announces that it is now writing salary allotment insurance. The minimum premium acceptable from any one person will be \$1.50 a month and the minimum policy \$1,000. At least 10 employees must agree to use the plan or if the premiums on \$20,000 or more of insurance are to be paid under this plan the number of employees may be as low as five. Both men and women are eligible. No medical examination is required for \$5,000 or less between ages 15 and 45.

## WITH INDUSTRIAL MEN

### NEWS OF THE PRUDENTIAL

#### Numerous Promotions Announced and Honors Conferred for Service With Company

Agent Lloyd C. Burris of Tulsa, Okla., has been promoted to assistant superintendent in that district by the Prudential.

The following agents were recently advanced to assistant superintendent: Walter E. Bracker, Detroit 4; Oscar A. Brunner, Milwaukee 1; Oscar J. Wilkins, Traverse City; William F. Hennig, St. Paul; Edward Ellison, Milwaukee 2.

Agent Julius Jensen of the St. Paul district has been admitted to class "A" membership in the Prudential Old Guard. Agent Chester E. Musselman, Minneapolis 1, and Rollo L. Farrell, Minneapolis 1, are new members of Class B, Prudential Old Guard. Agents A. E. Miller of Stroudsburg, Pa., and S. J. Rudner of Lansford, Pa., were welcomed into class "A" of the Prudential Old Guard.

On June 1 Agent James M. O'Neill of the Long Beach, Cal., district, was promoted to assistant superintendent in that district.

Harry L. Clark, agent at Danville, a detached office of the Champaign district, has just completed 15 years of service with the company. Mr. Clark's entire service has been on the debit he now operates, being assigned to that in May, 1910.

Agent Frank E. Fabing, having successfully operated a debit for several years which was wholly located in Valparaiso, Ind., was advanced to assistant superintendent, and has entered upon his new duties in Gary.

Agent Merle Davis, a class B member of the Prudential Old Guard, was advanced to assistant superintendent in the Indianapolis No. 2 district.

A recent division G promotion was that

of Agent Francis B. Heagy, who was made assistant superintendent in the Indianapolis No. 2 district. While Mr. Heagy was only been connected with the Prudential since last October, he has evinced unusual adaptability to the insurance business.

Two additional names have been entered on the list of Class "B" Prudential Old Guard: R. E. Potter, agent of Rochester 3, and J. C. Griswold of Niagara Falls.

In class "A" there are three additions: D. J. Pidgeon of Buffalo 1, L. J. Roll of Buffalo 2, and W. Worciechowski of Rochester 1.

Assistant Thomas G. Roberts has returned to division "E," the scene of his former activity, after working a short time in New York 11. Mr. Roberts assumed charge of the Patton office, Johnstown district.

Division B announced the promotion of William A. Monaghan as assistant superintendent at Meriden, Conn., a detached point of the Hartford, Conn., district. Mr. Monaghan has been in the service for a period of slightly over two years. It also announced the transfer of Renne Travis, assistant superintendent of Meriden, Conn., to Torrington, Conn., a detached office of the Waterbury, Conn., district, where the company created an additional assistant.

Assistant Superintendent David Melnick of the Brooklyn No. 4 district has just completed 25 years of continuous service with the company, and he is leading his district in industrial net increase as well as ordinary net issue.

Agent Pearly E. Walton of the Charleston, W. Va., district was promoted to assistant superintendent in the same district. Agent William O. Price of the Nashville, Tenn., district was promoted to assistant superintendent in the same district. Agent George H. Lambert of the Washington, D. C., district was promoted to assistant superintendent in the same district. Agent Ralph E. Mac-

## Cathedral Builders

Each is a cathedral builder—whether he be architect, master mason, or apprentice helper. And each is therefore entitled to respect.

In the institution of life insurance every man and woman, in Field or in Home Office, is a builder in the great temple of life. Each is therefore entitled to respect.

And in this organization the man or woman whose production is small is held in the same fraternity as the man or woman whose figures are in the million, provided only that conscience, loyalty, and industry animate the work.

We have room for men and women of high ideals, who believe that life insurance is one of the supreme forms of social service.

## The Penn Mutual Life Insurance Company

Philadelphia, Pa.

Organized 1847

THE Company with the personal contract offers excellent openings to clear-thinking, red-blooded agents who like to cooperate with the home office and who will in turn be given every possible aid in their development.

Write or wire for further information

## SAN JACINTO LIFE INS. CO.

Beaumont, Texas

H. M. HARGROVE, President

INDIANA OHIO ILLINOIS IOWA MICHIGAN

## THE LA FAYETTE LIFE

LA FAYETTE, INDIANA

## MUTUAL LEGAL RESERVE

AGENCY CONTRACTS CONTAIN BENEFICIARY PROVISIONS

KANSAS KENTUCKY MISSOURI NEBRASKA

## The GLOBE MUTUAL LIFE INSURANCE COMPANY

OF CHICAGO, ILL.

## PROGRESS OF THE GLOBE

Estimated Results for 1924 Over Last Five Years

GAIN IN INTEREST INCOME	382 PER CENT
GAIN IN ASSETS	319 PER CENT
GAIN IN INCOME	96 PER CENT
GAIN IN INSURANCE IN FORCE	85 PER CENT
AVERAGE GAIN OVER LAST FIVE YEARS	220 PER CENT

The above figures are the results of the highest grade of service to policyholders and representatives. The latest is

**CLAIMS PAID BY TELEGRAPH**

To which have been added

**CLAIMS ADJUSTED BY RADIO**

It is the last word in

**SERVICE**

T. F. BARRY, Pres., Gen. Mgr. and Founder.

## Eureka-Maryland Assurance Co.

OF BALTIMORE, MD.

Incorporated Under the Laws of Maryland, 1882

WE ISSUE

Standard Ordinary and Industrial Policies

J. C. MAGINNIS, President  
J. BARRY MAHOO, Vice-President

J. N. WARFIELD, Jr., Secretary-Treasurer  
Dr. JH. IGLEHART, Medical Director

A text book for beginners, a review book for experienced men, a book that every life insurance man should have—Jacob A. Jackson's "Easy Lessons in Life Insurance," \$1.50, including Quits Book supplement. The National Underwriter, 1925 Insurance Exchange, Chicago.

## MUTUAL TRUST LIFE INSURANCE COMPANY

Of Chicago

- One Hundred Millions of insurance in force.
- Purely Mutual.
- Strictly full level premium legal reserve.
- Issues regular policies from ages 10 to 65.
- Writes a special Business and Professional Men's Policy.
- Issues a special Ordinary Life with many attractive conversion options.
- Writes Child's Endowments at all ages.
- Offers an attractive Income Bond Policy.
- Grants a new Disability clause, which is a winner.

For Agency Openings, Address the Home Office,  
The Chicago Temple Building, Chicago, Illinois

Michael of the Washington, D. C., district was promoted to assistant superintendent in the same district.

Assistant Superintendent Harry A. Tucker of the Washington, D. C., district took charge of a new assistant in the Baltimore No. 1 district beginning June 1.

Erwin J. Praedel, formerly an agent in the Cleveland No. 4 district, was promoted to assistant superintendent in the same district. Another recent promotion is that of Agent Robert O. Firth of Middletown, O., detached from the Hamilton, O., district, who took charge of the new assistant at that point June 1.

### Kaltenbach Is Promoted

William G. Kaltenbach, formerly home office inspector for Division C of the Western & Southern, has been appointed superintendent of agencies for Division F comprising St. Louis and the adjacent territory. Mr. Kaltenbach succeeds former Superintendent of Agencies Robert Franken, whose failing health necessitated his taking an indefinite leave of absence.

### American National's Houston Banquet

Representatives of the American National district No. 1 and their families attended a banquet at Houston, Tex., Saturday night. The affair was given by the home office in recognition of the splendid record made during the fiscal year which closed May 31.

The Houston district wrote upwards of

\$3,000,000 of insurance during the year just closed, Superintendent T. K. Flack said. Mr. Flack is the oldest superintendent in the service of the company and under his supervision this district has led the entire field force for a number of years in the 26 states in which the company operates.

W. J. Shaw, secretary of the company spoke, outlining the progress of the company. Talks were also made by Nathan Morgan, assistant secretary, and A. G. Palmie, division supervisor.

### How a Prudential Agent Meets Usual Objections

**I** RATNER, Prudential agent in New York, says he has found three objections most constantly presented. They are: I can't afford to spend any money for life insurance; I should worry after I am dead; I'll think it over and let you know.

To meet the first objection, Mr. Ratner aims to show that life insurance is not an expense, but a saving, and a most systematic type of saving at that. There are two ways of saving: To save what is left over after having satisfied every desire, or to develop the saving habit of putting away a certain amount from the pay envelope and taking care of living expenses with the remainder. Insurance helps to develop this habit.

### Meeting Selfishness

Meeting the extremely selfish suggestion of the man who cares nothing for his family after he has gone is more difficult. The only way is to picture vividly the suffering of his family, when all creditors are demanding payment and the widow is putting forth every effort barely to support the family. He shows the prospect that if the husband does not care enough for the family to provide for them while he is alive, it is unfair to expect anyone else to care for them when he is gone.

If this does not reach the prospect, Mr. Ratner makes him look into the future, when his supply of energy, of strength and of vitality will be diminished and his earning power decreased in the same proportion, so that, unless he starts conserving some of his income now, he will find himself in the down-and-out class later on. If he is too self-centered to provide for his family, he will usually respond to this appeal to his own comfort.

### Get Immediate Action

The answer to the third objection, "I'll think it over and let you know," lies in impressing upon the prospect the uncertainty of life. Every day people are being run down by automobiles, or losing their lives in innumerable other ways. Perhaps a few seconds before the accident the victim would have laughed at the idea of having to provide for sudden death, for every man feels that he is immune. If through an accident the prospect became disabled for life and the question of life insurance were placed before him, he would undoubtedly realize how conditions change in the twinkling of an eye, but most men have too little imagination to picture such a catastrophe while they seem to be safe. It is unfortunate that the sternest realization of the full value of life insurance comes to one at a time when it cannot be bought at any price.

The Little Gem Life Chart shows 26 more companies than its leading competitor, or 100 in all. In your state there are several growing and important companies whose information you want and whose competition you are meeting; which are found only in the Little Gem. There are 672 pages, printed on the best Britannica India Bible Paper, bound in beautiful real leather, for \$2 per copy. Order now. The National Underwriter Co.

## "Personal Proposal"

**H**AVE you ever had a partially interested prospect dismiss you in a way which plainly indicated that he had not understood or remembered what you said?

Agents working under the American Central Plan avoid this difficulty through the **Personal Proposal**.

This is a part of the Plan. The pre-selection of prospects, the pre-approach, the canvass, control of the interview, close, the handling of notes, and a definite resale campaign are all parts of this Plan by which successful agents are professionalizing their insurance work and their insurance service.

We are now operating in twenty-three states, and under certain conditions will enter additional states. Details of the American Central Plan and our methods of operation will be given gladly to any one interested in considering a connection with us.



Perhaps the most comprehensive field development program in existence today. One phase is described in this advertisement.

# AMERICAN CENTRAL LIFE

INSURANCE CO.  
INDIANAPOLIS

ESTABLISHED 1899

HERBERT M. WOOLLEN, President

NUMBER NINE IN A SERIES OF INFORMATION ADVERTISEMENTS

## NEWS OF LOCAL ASSOCIATIONS

## SAMUELS IS MADE PRESIDENT

Colorado Association of Life Underwriters Elects Officers at Closing Meeting of Season

DENVER, COLO., June 11.—Isidore Samuels, of Denver, general agent for the New England Life, was elected president of the Colorado Association of Life Underwriters at the final meeting of the season. He has been secretary-treasurer for the past year. Louis H. Baine, National Life of Vermont, Denver, retired as president.

J. D. McIntyre, Pacific Mutual, Fort Collins; Harry Cadwell, Mutual Life, Pueblo; Horace S. Price, Capitol Life, Montrose; Henry Karcher, National Life of Vermont, Denver; Walter H. Manning, Connecticut Mutual, Colorado Springs, were elected vice-presidents; Frank C. Hughes, Mutual Benefit, Denver, secretary-treasurer; Ralph Taylor, Mutual Life, Denver, chairman of executive committee. W. W. Winne, Connecticut Mutual, Denver, was elected member of the national executive committee for a three-year term.

## Mozingo Chief Speaker

A. V. Mozingo, superintendent of agencies for the Jefferson Standard, was the chief speaker. He urged the importance of sentiment in the life business. The man who cannot get "sentimental" about selling life insurance, the speaker declared, has no business in underwriting. The profession, essentially, is based on sentiment, Mr. Mozingo said. People don't buy life insurance because they are attracted by talk of low premiums, possible dividends, cold money-facts. They buy it because they love someone, and want to protect the ones they love. A man who can't get sentimental about a thing like that has something essentially human left out of his makeup.

Ralph W. Fox of La Junta, Arkansas Valley manager for the Franklin Life, discussed the psychology of collecting the initial premium. In his talk, which was liberally interspersed with humorous incidents from his own experience, he told of the science of selling life insurance in rural communities.

All members were urged to plan on attending the Kansas City convention in September and October.

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Houston, Tex.—More than 100 persons attended the banquet Monday night of the Houston association. E. S. Albritton, manager of the Jefferson Standard Life at Dallas, and Ike L. Hill, president of the association and manager of the Houston office, were principal speakers.

Mr. Hill outlined the program for the association for the balance of the year. This includes an educational drive in the fall, along the line of furnishing the public statistics on life insurance in force in the city; statistics of money spent by city, county and state officials for the prevention of crime; money spent by welfare organizations for the maintenance of children's homes; health statistics, all of which is directly affected by the amount of life insurance paid in. The association is also working to establish a life insurance course in the high schools of Houston which, it is hoped, will lead to a university life insurance course. The association also plans to have the insurance laws of Texas codified. There are ample laws, but little is known of them.

Mr. Albritton spoke on "The Greatest Thing in Salesmanship—Service." He handled his subject well and told of the fruits of the man who sows service and the one who does not.

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Cleveland, O.—The last meeting of the Cleveland association until September was held Friday. The speaker was Benjamin Bills, vice-president of the American Bond & Mortgage Company of Chicago, and a leading sales counselor of that city. Speaking on "How the Buyer Buys," Mr. Bills showed that salesmanship is becoming a process of negotiation by suggestion, rather than

just a plain attack by assertions. Comparisons, word pictures and any method of visualizing the benefits of life insurance will produce better results than technical analysis or prolonged argument. "Remember, you are not selling life insurance, but what it does."

Mr. Bills stressed the value of making a different approach than is commonly used. Try to picture to a prospect more of the benefits of a policy in terms of his own business.

Henry Molr, president of the United States Life, was also present and made a few remarks, pointing out some of the apparent trends of the insurance business, and the need of a life underwriter studying the changing conditions in order to best profit by them.

Clinton F. Criswell, secretary of the association, reported that the audit of the last sales congress showed an actual attendance of more than 1,100, and a net profit of about \$400. Receipts were larger than last year's congress, expenses smaller, and profit more than twice as much.

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Canton, O.—The recently organized Canton association held its third regular meeting Monday. J. A. Hawkins, agency manager of the Midland Mutual in Columbus, was the speaker. There was a good attendance considering the weather. It was decided to take a recess, with no further meetings until fall.

Under the leadership of President Vernon B. Fridley, superintendent of the Prudential, and Secretary L. O. Brechbill, general agent of the Indianapolis Life, the Canton association has grown rapidly in membership and influence in the city, and the aim of the officers is to eventually make it one of the strongest members in the state organization.

\*\*\*

Jackson, Mich.—Members of the Jackson association held a joint meeting last week with the life agents of Adrian. About 50 were present. Judge Harry L. Larwell of Adrian was the principal speaker, discussing foreign relations. H. W. Bennet of Detroit spoke on "Conservation in the Life Insurance Business." A. W. McGhee of Jackson spoke briefly on general insurance topics. The Jackson association will not meet again until September.

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Sioux City, Ia.—President J. D. Walsh of the Sioux City association announces that the annual meeting will occur June 13. Most of the session will be taken up with the election of officers and other incidental business.

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Columbus, O.—The Columbus association held its last regular meeting before the summer season Thursday. Officers were elected for the new year. An address was delivered by John T. Shirley of Pittsburgh, general agent of the Connecticut General. His topics was "Sales Methods."

\*\*\*

Minneapolis, Minn.—As its major attraction for the June meeting, the Minneapolis association will present the play, "The Heart of the Estate," with members taking most of the parts. This is the play which was presented at the National Association meeting last year, and it made such an impression on the delegates from Minneapolis that they decided to reproduce it. J. Walker Godwin has been making the arrangements. The meeting will be held June 24.

\*\*\*

Lincoln, Neb.—The regular June luncheon of the Lincoln association was abandoned in favor of a picnic with members and their families to be held on June 13 at Auto Park. A program of



## COMPLETE COVERAGE FROM A SINGLE SOURCE

Life Health Accident  
Life Policies—Disability Policies—Accident Policies

Sub-Standard Standard Super-Standard

One Company

40 Popular Life Forms

One Correspondent

7 H & A and Auto Injury Forms

One Contract

Group Protection

WE WANT REPRESENTATIVES in Ohio, Indiana, Kentucky, Michigan, Pennsylvania, West Virginia, Texas, Oklahoma, California.

TELL IT ALL in your first letter—your confidence will be duly respected pending your decision to accept or reject.

THE OHIO STATE LIFE INSURANCE COMPANY  
COLUMBUS, OHIO

## A Record of Service

The year 1925 marks the seventy-fourth anniversary of the Massachusetts Mutual Life Insurance Company. Ever since 1851 this Company has furnished unexcelled life insurance protection at a low net cost and has maintained its record of unswerving loyalty to its policyholders. The years have brought wonderful growth and prosperity. To-day, as in the past, the whole personnel of the Company is imbued with the spirit of service, a spirit that permeates the entire activity of the organization.

JOSEPH C. BEHAN, Superintendent of Agencies

## MASSACHUSETTS MUTUAL LIFE INSURANCE COMPANY

OF SPRINGFIELD, MASSACHUSETTS  
INCORPORATED IN 1851

## POLICY LOANS CAUSE LAPSES

Have You found a way to stop this waste?

Our plan IS saving millions for many Companies and is the result of twenty-two years of careful research and experience.

THE OTIS HANN COMPANY

10 So. La Salle St.

Chicago, Illinois

## CAN YOU QUALIFY

For a General Agency proposition in Missouri, Minnesota or South Dakota, with a Company which gives real service to its Agency force, and under direct Home Office connection.

Des Moines Life and Annuity Co.

"The Company of Co-operation"

DES MOINES - - - - - IOWA

## MUTUAL LIFE OF ILLINOIS

HOME OFFICE  
SPRINGFIELD, ILLINOIS

An Old Line Legal Reserve Life Insurance Company

A Company of Service

Service to Policy Holders

Service to Agents

Service to the Public

Operates under the Famous "Registration Act" which requires the reserve on every policy issued to be deposited and held in Trust by the Insurance Department of the State

Live Up-to-Date Policies

Ordinary Life

Limited Payment and Endowments

A few good openings for good live producers in Illinois. Correspondence Invited.

H. B. HILL, President

N. H. WALT, Vice-Pres. and Agency Director

JAS. FAIRLIE, Vice-Pres. and Actuary

DR. J. R. NEAL, Sec.

## Educational Course

The great development in Life Insurance service during the past few years has naturally resulted in the necessity for many forms of policy contracts in order that the individual needs of policyholders could be properly served.

It has become equally necessary for the field man in order to take advantage of the opportunities before him to give careful study not only to the policies presented by his company, but to all forms of Insurance service extended by the institution with which he is associated.

To give our agents in the shortest time possible the information they need, the Pan-American Life has prepared a Course of Instruction covering all phases of Life Insurance work. The Course is written in a simple, understandable manner. It takes up the history of Life Insurance, Insurance terms are explained, the different policies issued by the Company are gone into in detail and helpful sales suggestions are offered.

Pan-American service also includes:

- Individual Sales Planning
- Unexcelled Life Policies
- Substandard Policies for Under-average Lives
- Child's Educational Endowment
- Group Insurance
- All Forms of Accident and Health Policies

We have a few general agency openings for men not presently attached.

Address

E. G. Simmons, Vice President and Gen'l Mgr.

# PAN-AMERICAN LIFE INSURANCE CO.

NEW ORLEANS, U. S. A.

Crawford H. Ellis, President

games and amusements will be staged. This will be the last meeting for the summer. President Fred C. Williams has been managing the program of the association with the object of giving members a chance to take an active part in discussions and to bring these down to the every day problems that agents must solve.

**Richmond, Va.**—Substantial increase in dues and employment of a paid secretary was recommended by the executive committee in a report submitted at the annual meeting of the Richmond association this week. The committee also recommended that at least ten members of the association make talks during the year to Richmond high school students on life insurance topics and that three prizes be awarded students writing the best essays on life insurance. Further, it was recommended that a sales congress be held each year. Action on the recommendations was deferred until the July meeting. The by-laws will have to be amended if the recommendations with reference to the increase in dues and employment of a paid secretary are adopted. The association closed the year with a membership of 130, compared with an enrollment of 138 for last year. Officers were elected for the ensuing year as follows: R. B. Augustine, Mutual Life of New York, president; Jesse A. Hood, Equitable of New York, first vice-president; T. Pryor Campbell, Jr., National Life of Vermont, second vice-president; Everard B. Meade, Prudential, treasurer; William Thornton, Life of Virginia, secretary. The new officers with the following comprise the executive committee: J. E. Woodward, chairman, G. W. Diggs, T. P. Reynolds, J. K. Dunlop, C. T. Thurman.

## STEELE MADE MEDICAL SECTION CHAIRMAN

(CONTINUED FROM PAGE 3)

manent disability, presumably for life," then the companies must be enabled to discontinue payments promptly if recovery can be proven.

It is not altogether a hardship on the companies to have adverse construction placed on their disability clauses if they can stop disability payments on recovery. No claim is entered unless the claimant is sick and the financial aid at such a time is apt in many cases to enable the insured to recover and to resume paying premiums. No objection to frequent examinations will be made by honest claimants.

### Element of Speculation

The element of speculation which the total and permanent disability clauses affords is one of considerable interest. By getting sufficient life insurance, it is possible for the insured to guarantee to himself an income in event of total disability greater than the income he earns. So long as the insured maintains his economic advancement, he will disregard the situation. But if his earning power declines, he is at least tempted to set up a claim to collect his disability benefits.

It is suggested that to avoid this possibility that the companies incorporate questions in their blanks similar to those in applications for accidents and health policies and which would ask specifically (a) the total amount of indemnity in event of total disability both from life and accident and health policies, (b) the period for which indemnity is payable under existing policies, (c) the actual income of the insured.

Dr. Whicher felt that every safeguard should be introduced beforehand, because it would assist in expediting settlements. He maintains that the main business of the life companies is prompt payment of all just claims.

### Condemns Loose Methods

Dr. Lovelace believes that the total and permanent disability clauses are one of the finest services the companies offer to the insuring public, but he feels that they are one of the easiest things in the world to spoil. He pleaded for honest administration of disability claims, divorcing them entirely from the temptation to exploit a given territory by the payment of dubious claims in order to use it for advertising and solic-

iting purposes. He feels that a standard clause would be an advantage. In the latter opinion, Judge Ayres, counsel for the Bankers Life of Iowa, dissented, saying that companies always have and always will maintain individuality of practice.

In many cases claims for total disability arise because examiners and agents themselves do not fully understand what is offered. Dr. Wear found that when he received a claim for total disability submitted by an examiner, it was advisable to send a copy of the contract to this examiner with a polite letter asking if, in the examiner's opinion, the claim came within the limits of the contract. In the majority of such cases the examiner reversed his earlier recommendations.

Dr. Dingman of the Continental Casualty at Chicago is of the opinion that the adoption of non-medical insurance by so many companies is due in part to lack of information from medical examiners. There is a lack of absolute confidence in many of them with the result that more faith is placed in inspection reports than in examiner's statements. The question of "who says so" on any point on a case up for consideration for insurance makes all the difference between a risk being satisfactory and being unacceptable. Dr. Patten of the Prudential objected to this view holding that while many examiners were far from perfect, still many of the risks they examined were certain to be satisfactory in every way. All were agreed, however, on the importance of better reports on risks because of the advent of non-medical.

### Predicts Success of Plan

President Reynolds of the Kansas City Life discussed non-medical issues. He was positive that if non-medical had been so successful in Canada as results to date indicate, it would certainly be an unqualified success in these United States with the excellent inspection system now in vogue.

Dr. Piper's paper on "Borderline Risks" was discussed by Dr. C. A. Van Dervoort of the Fidelity Mutual, Dr. Frank Harnden of the Midland Mutual and Dr. William Muhlberg of the Union Central.

Applications fall into three classes, readily acceptable risks, those that are rejected and those that are borderline. The latter group is the smallest in number but the most difficult to handle, as the question of ratings is usually involved. The company desires to secure the business but at the same time must protect itself. Competition sometimes enters into the equation. Indeed the value of having the life on the books sometimes influences the decision. In this group, too, fall men suffering from unusual impairments on which but little data for guidance is available. Dr. Muhlberg wished that some one would have the courage to treat applications of this character and watch and report the results in some 500 or 1,000 cases.

### Wants Common Examiners

Dr. Harnden recommended the appointment of common examiners in the larger centers which would result in similar reports being given to all companies asked to accept a given risk. Dr. Piper made the prediction that in 5 years time there would be a concentration of examining duties in the larger cities.

Dr. William Muhlberg delivered a paper before the Medical Section of the American Life Convention on the subject, "The Investigation of Urine Preservatives." In the experiments on which the paper was based, he was assisted by Mrs. Jeannette Allen Behre, chemist at the Union Central laboratories. The problem of keeping the specimen in the same condition as when passed by the applicant until the home office receives and examines it is a very important detail of the medical director's work. There are many preservatives, but none is yet entirely satisfactory. Dr. Muhlberg's paper was highly technical and is shortly to be printed for dissemination among his fellow directors.

## "BREAKING IN" IN NEW TERRITORY

Some Observations on Desirable Features That May Be Cultivated

BY S. S. NORTHINGTON

General Agent, Connecticut Mutual Life, Los Angeles

WONDER if there was ever a knight of the rate book who has not at some time felt he could do better in another territory and for awhile, at least, allowed that spirit of adventure to force the question of production into second place, if business was produced at all during the time this bug was buzzing around in his bonnet.

In considering a change of territory, it is absolutely necessary that you definitely determine whether the desire to change is actuated by a real ambition, restlessness or perhaps by an experience (familiar to us all) of seeing a stranger come into your territory and making some prospect whom you have unsuccessfully approached.

### Production of Business Is the Result of Work

Don't fool yourself. The fact of your competitor being a stranger did not get the application. It was harder for him than it should have been for you. He had to sell both himself and the proposition. You had to sell only the proposition but had allowed the prospect to realize he could handle you with excuses. Your competitor was different. Don't blame the prospect for having signed up with the stranger, for he convinced him he needed the protection at once. Be honest with yourself and put the blame where it belongs.

Then bear in mind, even though the territory you contemplate entering seems a veritable paradise (such as southern California, for instance) that the production of business is almost invariably the result of real work.

It is also desirable, in considering any change of location, to realize that you may have to give up, temporarily at least, many social interests. At all times remember, that while the nature of our business is such that we feel at home among strangers, we are but human and as we reach middle age we become less inclined to social activities, preferring to find that mental diversion, so necessary in our business, among those whom we feel we know and who are charitable enough to overlook our peculiarities.

In pointing out some of the many things to be considered before entering a new territory, it is not my desire to discourage any change actuated by reasonable ambition; but rather that you may be convinced that your desire is properly actuated and, if the change is made, that you may later be in position to say to yourself: "I thought of this before coming here and decided the good more than offset the bad. It is now past history. Forget it."

### Suggestions for Man Who Would Change Field

To one changing his field, the following suggestions may be of some value: First: Study carefully the information you have previously secured about the new territory, verifying this as far as possible. Then connect up with some civic organization wherein your peculiar ability would best serve the community. Give freely of your time in order that you may become known as a man, rather than as a person merely satisfied to partake of the many advantages made possible by men more public spirited than yourself. Some of these men you will necessarily come in contact with later, and you will be judged accordingly.

Second: Forget for all time any idea you may have entertained about the people being different, for you will find human nature the same in all territories. While there may be some little differences in the way they do business, I have yet to find the territory wherein prospects have not cultivated the art of procrastination, have not familiarized themselves with all the time worn excuses and have not friends in the busi-

ness to whom they have promised applications. This being true, the only condition under which you are entitled to success lies in your ability to convince the prospect that your proposition fills his particular needs. The average prospect has long since ceased to question the ability of any life insurance company to fulfill its obligations, and frankly admits he does not understand insurance. Especially is this true when you endeavor to fit the policy to his need rather than talk lump sum, ordinary life or twenty payment with which he is somewhat familiar. Being a stranger, you will be weighed in the mind of the prospect, and the sale depends largely upon whether the prospect's estimation of you justifies a conviction that you are worthy of his confidence, and your knowledge of your business convinces him that you can best serve him.

### Both the Man and His Proposition Must Be Sold

Third: Review carefully your plans, whether they cover work among old policyholders or on the straight canvass method, and adapt them as may be necessary to meet new conditions. I would suggest that you confine your efforts, for awhile at least, to the class of prospects with whom you have been most successful in the past, in order that you may realize the satisfaction of putting it across in the new territory as early and often as possible. Sell yourself and your proposition to them in such a way that they will refer you to others and put you at liberty to refer to them. Strive at all time to improve the personnel of your business clientele by broadening your acquaintance through all available channels.

### Don't Overlook Absolute Necessity for Keeping Busy

Last but by no means least, never for a moment lose sight of the absolute necessity of keeping busy; otherwise in your idle moments you will begin to question the wisdom of having left the old territory and begin to make comparisons. Rather no comparisons at all than the possibility of an unfavorable one. You have determined to "break in" in the new territory; why think of conditions in the old. After all it is a matter of You—the Man, not the Territory.

### Metropolitan's Canadian Changes

A. F. C. Fiske, in charge of Canadian business of the Metropolitan Life, announces the resignation of F. J. Williams as assistant secretary of the Canadian head office of the company. For personal and private reasons, Mr. Williams finds it necessary to return to Greater New York to live. He will assume charge of the New England territory as superintendent of agencies.

Mr. Williams will be succeeded as superintendent of agencies of Canada by Henry E. North, who has been superintendent of agencies of New England since August, 1922. Mr. North started as agent with the Metropolitan in Bay Ridge, N. Y. After a time he was promoted to assistant in Trenton, N. J. He succeeded Mr. Fiske as superintendent of agencies of the New England territory. He is a very able student of life insurance and will be a valuable acquisition to the insurance world of Canada.

The Little Gem Life Chart shows 30 more companies than its leading competitor, or 100 in all. In your state there are several growing and important companies whose information you want and whose competition you are meeting, which are found only in the Little Gem. There are 672 pages, printed on the best Britannica India Bible paper, bound in beautiful real leather, for \$2 per copy. Order now. The National Underwriter



## "Ordinary Life if You Die Optional 20-Pay Life or Endowment if You Live!"

That is exactly what our "Complete Protection Policy" provides. Here is a policy that you can sell—there is a definite tangible demand for it. Haven't you had many cases where because a man had to think of his family's immediate protection he chose ordinary life instead of 20-pay? Of course you have. Would a 20-pay policy paying if he died before the 20 years, the regular ordinary life benefit that his premium would have purchased, have interested him? Of course it would—just as it is interesting you this minute.

The National Savings Life is a growing company. We are operating in Kansas, Missouri, Arkansas and Illinois. We have an attractive line of policies, believe in and give sincere service and are backed by men of integrity, purpose and of proven worth. We want men—real men to represent us.

Let us show you that you can do it better with the National Savings Life. Address Louis A. Boli, Jr., Vice-President and Agency Director, Wichita, Kansas, for full particulars.



The **NATIONAL SAVINGS LIFE INSURANCE COMPANY**

National Savings Bldg. Douglas at Emporia  
WICHITA

## Springfield Life Insurance Company

A MUTUAL LEGAL RESERVE LIFE INSURANCE COMPANY

HOME OFFICE: SPRINGFIELD, ILLINOIS

### AGENTS WANTED

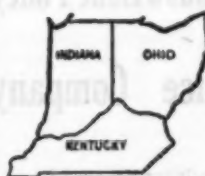
We offer to Agents who CAN—

- (1) Liberal first year commissions
- (2) Liberal renewals—thus insuring a permanent income
- (3) Actual—not promised—home office co-operation
- (4) Large actual prospect lists

Business in Force \$80,000,000

George Hawkins Supt. Agencies  
Springfield, Ill.

A. L. Hereford, President  
Springfield, Ill.



Over a million and a half paid to policyholders in this territory.

Eleven million people within two hundred and fifty miles of our Home Office—plenty of opportunity for a good man.

We still have a few good openings.

Direct General Agency Contract—liberal commissions—but we are "hard-bolled" on advances.

**COLUMBIA LIFE INSURANCE COMPANY**

Cincinnati, Ohio

S. M. CROSS, President

# ARE YOU SATISFIED?

If not, consider the reasons why one of our GENERAL AGENTS likes his job.

"1. I like the personal touch that I may have and do have with the Home Office. One can not have this with many companies.

2. The plan of having the field force come to the Home Office once each year for a sales conference is a great feature with me because it helps me to know the men in the field and I can visualize other men who are working for the Company as having some of the same troubles as I have.

3. I like the treatment I have always received from the Home Office. I prize the willingness of the Home Office to hear the side of the agent."

OPEN TERRITORY IN INDIANA, MICHIGAN, ILLINOIS AND PENNSYLVANIA

*Financial assistance for new General Agents*

Address O-40

c/o National Underwriter, Chicago

## The Child's 20-Pay Life Optional Endowment Policy

of the

## Great Republic Life Insurance Company of California

Protects both the child and its parents and includes waiver of premium in event of death or permanent total disability of the father, who is the beneficiary. Agents are enthusiastic over its wonderful selling features. If you are interested, write for copy of "Making Dreams of Your Children's Future Come True," and our attractive proposition to agents.

J. R. RAILEY, Manager  
Southwestern Department  
401-3 Mercantile Bank Bldg.  
Dallas, Texas

E. L. BLACK, State Manager  
P. O. Box 145  
Little Rock, Arkansas

W. H. SAVAGE, Vice-President  
Los Angeles, California

### GRAVENGAARD AT CHICAGO

Addressed Association's Monthly Meeting—Plans for Auspicious Future Announced by Pres. Williamson

H. Peter Gravengaard, manager of sales training for the Aetna Life, was the speaker at the monthly luncheon of the Chicago association held last Wednesday. Mr. Gravengaard spoke on "The Life Insurance Man of the Future." Mr. Gravengaard stated that the future big producer must be three parts a man—mentally, physically and spiritually. He discussed these three elements of success at some length. He stated that physical vigor is an important part of any real success, and that the part without it is laboring under a decided handicap.

Discussing mental development Mr. Gravengaard said that the average man uses only about 10 percent of his brain power. Sales executives have in the past not placed sufficient emphasis upon the training of their men. Mental science is 50 years behind the development of physical science, Mr. Gravengaard declared. He stated that one of the important eastern life companies has discovered that the trained man sells 34 percent more than the untrained and produces 23 percent more cases.

#### Announce Criswell Appointment

President W. W. Williamson announced at this meeting that Clinton F. Criswell had been appointed executive secretary of the Chicago association, effective Sept. 1. Mr. Williamson feels that with Mr. Criswell in charge interest in the Chicago Association will be revived and increased. Mr. Criswell will have charge of membership campaigns and will have a definite part in shaping the policies of the association. He will, in other words, have much more important work than simply details to look after. He is expected to put new life into the organization and his success at Cleveland gives every reason to believe that he will be successful.

The Chicago Association will incorporate and George H. Bacon, Massachusetts Mutual, Harry McNaner, Equitable of New York, and S. T. Whatley, Aetna, have been appointed a committee on revision of constitution and by-laws. This week's meeting was the last of the season, the next monthly luncheon being scheduled for October, at which time new officers will be elected. A nominating committee consisting of Jens Smith, Pacific Mutual; A. J. Dooley, Penn Mutual; G. V. Nevius, Northwestern Mutual; Sidney Wellbeloved, Mutual of New York; and C. H. Van Kirk, New York Life, will draw up a slate of officers to be presented at the October meeting.

#### Searle Plans Extended Trip

William A. Searle, assistant to John W. Clegg, president of the National Life Underwriters Association, is planning to make an important trip to the middle west and south this month to aid local life underwriters associations in their many problems and organization activities.

Mr. Searle will leave Philadelphia June 15. His tentative itinerary (subject to likely changes) follows: Cleveland, June 16; Cincinnati, June 17; Knoxville, June 18; Nashville, June 19; Memphis, June 20; Birmingham, June 22; Macon, June 23; Savannah, June 24; Raleigh, June 25, and Charlotte, N. C., June 26.

Mr. Searle will tell the different associations about points adopted by other underwriter bodies in solving their numerous difficulties and how a number of the associations have increased their dues with effective results.

The Winston Mutual Life of Winston-Salem, N. C., has established a group life insurance program which provides \$50,000 protection for its employees. The plan was underwritten by the Metropolitan Life on a cooperative basis, employer and employee jointly paying the premiums.

### BRAGG MADE VICE-PRESIDENT

Prominent New York Agency Man Given Executive Position With Manhattan Life

James Elton Bragg, for the past three years assistant manager of the Charles B. Knight agency of the Union Centennial Life at New York, has been elected vice president of the Manhattan Life. Mr. Bragg has ranked as a big personal producer and has also been among the prominent life insurance platform speakers throughout the country on life insurance salesmanship. He was one time associated with Griffin M. Lovelace in the life insurance course at New York University and since resigning that post to join the Union Centennial has collaborated with Mr. Lovelace in staging the summer schools on life insurance in various parts of the country.

#### Executive Committee Met

At a meeting of the executive committee of the National Association of Life Underwriters held in New York Tuesday and presided over by President John W. Clegg, a budget for the fiscal year beginning July 1 was drawn up and consideration given to a program for the annual convention at Kansas City next September.

### Mistaken Notion as To Annuities Shown

DES MOINES, IA.—To the Editor: There is a statement in your editorial "Annuities" published recently which I cannot let go unchallenged. The second sentence reads, "The rate is of course based on the expectation of life of the purchasers" etc.

I have endeavored on various occasions to point out to the insurance industry that the expectancy of life is never used in making monetary computations but on the contrary the yearly probability of living or dying—that is the probability of dying and the probability of surviving from year to year is and must be the basis of our computations.

#### Authorities Are Cited

In Wolf's "Inheritance Tax Calculations" which is a most excellent treatise on annuities, page 7, you will find this statement, "It is not an uncommon error for those attempting to ascertain the value of a life estate to simply multiply the annual income by the number of years shown in the expectation of life column. This is absolutely incorrect and the cause of the error and its magnitude is shown when the manner of correctly computing annuities is explained."

In Dawson's "Practical Lessons in Actuarial Science," Volume 1, page 104 to 106, you will find a mathematical demonstration also to show that the expectancy of life cannot be used as the basis for premium rates or any other insurance or annuity values.

#### No Dispute Among Actuaries

In the Institute of Actuaries' textbook, by George King, Second Edition, page 29, paragraph 5, you will find the term "Expectancy of Life" is apt to mislead persons who not infrequently take it for granted that a man's expectancy of life represents the number of years he may reasonably expect to live, and then it goes on to demonstrate that the expectancy of life is not the proper basis on which to make monetary computations. Similar illustrations and demonstrations are found in every textbook that is recognized as standard anywhere in the world. There is absolutely no dispute among actuaries on that question.

In June, 1921 I read a humble essay on the subject at the meeting of the American Institute of Actuaries in Chicago.

L. A. ANDERSON,  
Actuary, Central Life.

June 12, 1925

PRESIDENT

Agency Man  
Position With  
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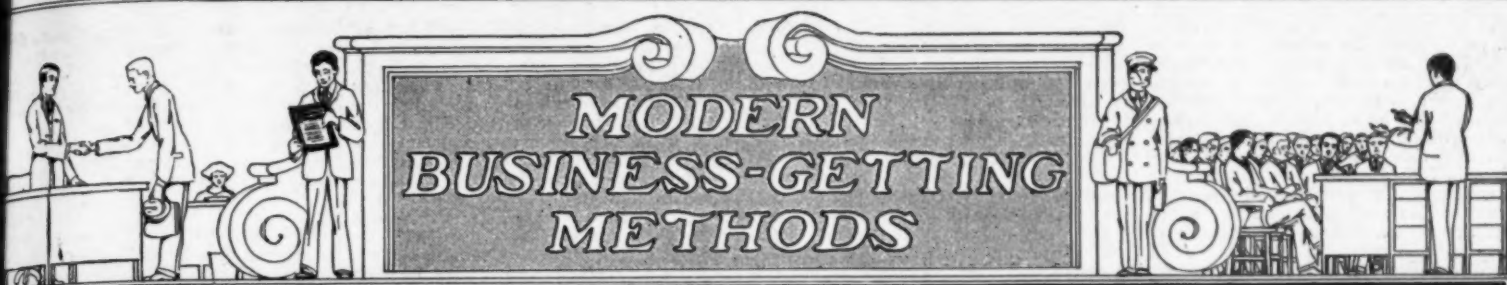
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## Double Advantage in Writing Business Insurance, as It Protects Interests of Both Individual and the Business

BY JOSEPH J. DEVNEY, Cleveland, O.

BUSINESS insurance can often be placed where personal insurance cannot. Why? Because it has a double kick. It helps the insured protect his business and this in turn protects his family.

Personal insurance lacks this double advantage. While it protects the family, it does not help the business. Bankers do not consider life insurance payable to one's heirs as a factor in granting credit, since, in the event of death, the proceeds would not protect the creditors of the firm.

### Business Insurance Often

#### Placed Where Other Cannot be

To demonstrate that business insurance can be placed where personal insurance cannot, also to show some of the arguments which can be used effectively, the writer presents the following interview which he had a few months ago with a man whose finances were so low at the time that he was waiting for funds to come in before sending out several checks he had written. Notwithstanding this and the fact that he had close relatives selling life insurance, he took a \$10,000 business insurance policy and paid the premium with the application. It is a moral certainty that he could not have been sold personal insurance under the circumstance.

### Due Is Cited to

#### Show Method of Approach

"Mr. Brown let us analyze your situation and see whether or not you need business insurance and what advantages might result in case you took it. You have been connected with this firm about 12 years. You started as a small part owner, but by hard work, good business judgment and thrift you have become the principal owner. You have married, have two children, \$10,000 life insurance and a home in a \$20,000 neighborhood. You have a nice business, credit at the bank and quite a few people working for you. Furthermore being 33 years of age, you have a 50-50 chance to live about 33 years yet. So really, Mr. Brown, you have done well and are sitting pretty. You have been successful and I congratulate you.

"While you apparently have a long life ahead of you, you know that people die at all ages. At your age about 8 men out of 1,000 die per year. It is prudent therefore to consider the situation of your family and your business in case you should happen to be one of these.

### Tells of Effect on

#### Personal Needs

"If the one chance in 125 should happen to get you, your wife, of course, would receive the \$10,000 life insurance. Mr. Brown, did you ever figure out how much of an income that would give her? If invested at 6 percent net, it would give her about \$12 per week. That, of course, would not go very far towards supporting herself and the children and keeping up a \$20,000 home. Therefore, the probabilities are she would have to

sell the home and move into more modest quarters.

"But wait a minute, here is your business. Let us see what she might expect from that. First of all, the bank would probably withdraw its line of credit. As you know, banks base credit on three things: the character and ability of an applicant and his capital. Since you are the wheel horse of this business, the credit has been built around you; with you gone, two of the three factors which helped to establish the credit have vanished. You have an assistant who might step into your place and conduct the business successfully, but he is not known to the bank, furthermore he has never had an opportunity to demonstrate what he could do as the head of this concern. Bankers must be conservative, therefore, they would probably not feel like taking a chance on the new man making a success and would call their loans as they came due. Since these notes do not run over 90 days, it would mean that the firm would have to pay the bank \$5,000 (or whatever the amount borrowed is) within three months. This would likely be difficult if not impossible to do, and still have enough working capital to keep going.

### Insurable Interest of

#### Business Clearly Shown

"Furthermore, since you have been with this business so long, many of its customers are your personal friends. With you gone, a large part of this good will would vanish and their patronage would go elsewhere. Thus the firm would be hit again. Under the circumstances, it is quite probable that the business would have to be wound up and your wife would not realize a great deal out of it. Certainly much less than its worth as a going concern.

"This isn't a very pleasant picture is it? Fortunately, there is a means which you can adopt without any real sacrifice to you or to your firm which will dispel its gloom.

### Policy Operates as

#### Valuable Credit Aid

"Let us talk for a moment about \$600 of the income from the business. This firm has been making money for many years and the probabilities are that, with you at its head, it will continue to do so. If you didn't have any other special plans for, say \$600 of your income this year, the probabilities are that you would reduce the mortgage on your home thus saving 6 percent to 8 percent. Suppose instead, that you deposited \$600 with a life insurance company on a \$25,000 policy on your life payable to the firm; the situation would be entirely changed. If anything happened to you, the bank would undoubtedly continue the firm's credit because they would know that if your assistant did not make good, the business would have enough funds to keep going until your wife found a suitable manager. In any event, there would be sufficient cash to pay all the creditors, including the bank. This then would be the salvation of the busi-

ness and your life should secure a good income therefrom.

"But Mr. Brown, the chances are you are going to live. Let us see how much a policy would help in that event. Business insurance enhances credit and, if you took such a policy and needed to borrow more money from the bank than your present line permits, it undoubtedly would extend your credit. This would enable you to increase your operations and the extra profits would go a long way toward paying the premiums on the policy."

The prospect was deeply impressed

with the analysis, but being short of funds was not ready to close. I then suggested that he check up my statement as to the taking of such a policy enhancing his credit. I returned after three days and asked him if he had seen his banker. He said that he had. Then he said "You are talking too big figures. I can't take \$25,000." I replied that he knew best about that, but it would require a physical examination to determine if he could get even \$1,000. He consented to an examination and took \$10,000. He recently told me that the bank extended the firm's line of credit.

## HOW TO KEEP DOWN LAPSES

Address Before Penn Mutual Life Agency Meeting Tells of Successful Work in One Office

BY DORION FLEMING

General Agent, Penn Mutual, New Orleans

THE subject, "How to Keep Lapses and Surrenders Down," deals with our problem of "Persistence," which is rightly receiving a large share of the attention that we give to the conduct of our business. As I see it, three factors enter into the making of a favorable persistence—and they are of equal importance. They are personal service, mechanical efficiency, and official co-operation.

### Personal Service Is

#### First Essential in Program

"Personal service" begins with the relation of the soliciting agent to the newly insured member. I believe that the first step toward a favorable persistence should be taken when an application is closed. There can be no doubt but that a policy well sold as to form, and at a premium that is commensurate with the insured's income, and that is thoroughly understood by the insured, will stay on the books when the poorly sold policy or "high pressure" policy will go off. Start the policyholder off as a satisfied policyholder, who can pay for what he has bought, knows what he has bought, and why he has bought it, and you have a good foundation for a favorable persistence. That kind of a policyholder will not think of throwing his policy overboard as the first means of lightening his cargo when ill winds overtake him.

### Mechanical Efficiency Does

#### Much to Harmonize Work

"Mechanical efficiency" refers to the established routine of an office, looking toward the collecting of premiums and the necessary detail work which the operation of a general agency requires. But it is good to remember there, what a big factor the "personal touch" can be even in routine. The more a man feels that the company and the agency are interested in him as an individual, the closer he feels toward the company. This not only means that, if things go wrong and some insurance has to be dropped, all other things being equal, he is going to keep the policy in the company represented by the agency that has given him the best service; but it is also by that means that you build up that intangible asset of great value, "good-will"—which is going to bring more business when that man's circumstances improve, his obligations enlarge,

and his insurance line is increased in proportion.

My own state—Louisiana—is one of the few states whose laws require a notice of premium not less than 15 days or more than 45 days prior to due date. First, second and final notices of premiums are mailed—the first notices 30 days prior to due date, the second notices six days after due date, and the final notices six days prior to lapse. I may mention here the importance of correctly recording a change of address immediately upon notification of such change, for a notice that miscarries frequently brings about an unintentional lapse.

It is the practice of my office to give a duplicate "Final Notice" to the agent who placed the policy originally, or if an out of the city case, the duplicate final notice is sent to the agent in that town, if I have one there. I have found that plan productive of good results. It makes the field-man shoulder his share of responsibility in keeping his business on the books, and realize what an important factor he can be toward that end.

### Good Will Value in

#### Watching "Near Lapses"

The attention of the soliciting agent to his "near lapses" has a "good-will" value. The policyholder appreciates the personal interest taken in his continuing his insurance in force, and is again more closely drawn to the company and the agency. And if that policyholder has considered lapsing, the suggestion of the agent to change to a quarterly basis, or to arrange a part cash and note, or lien settlement, proves much more effective than the most skillfully worded letter.

On the last day of grace our office telephones each policyholder whose policy is on the verge of lapsing, or some one from the office calls at his place of business to see him if our efforts by telephone are unsuccessful. These last day of grace cards are called to my personal attention. On some out of the city cases we use either long distance telephone or send a telegram urging immediate attention.

### Question of Reinstatement

#### Treated Entirely Personal

When a policy lapses the matter of reinstatement is taken up, not by form letter, but as a personal matter. In that letter attention is called to the impor-

tance of continuing the protection which the policy gave his estate, and mention is made of the fact that to replace the policy with a similar one at his present age would require a larger premium deposit. The letter outlines the various settlements which would be acceptable to us, provided he can not pay the premium in full in cash, such as change to a quarterly or semi-annual basis, a memorandum note settlement, or a lien note settlement, if need be. A copy of that letter is then turned over to the original soliciting agent, or, if an out of the city case, is sent to our local agent for that town. Personal health certificate, if required, is enclosed with the letter, and attention called to the importance of completing health certificate prior to 15 days from date of lapse, so as to avoid the trouble and expense of a medical health certificate. The carbon of that letter is filed in the suspense file in the office, and a further follow-up letter is sent every 10 days until it is obvious that no action is going to be taken by the insured, when the receipt is returned to the home office as a lapse. Those of our policyholders in the city who lapse are called on by some one from our office, who goes over with the policyholder in person the matter of reinstating his policy.

#### Shift Surrender Request to Policy Loan Plan

When a request for cash surrender value is received, a personal letter is written to the policyholder urging the importance of retaining the policy, and pointing out the many advantages of doing so. A loan, of course, is suggested in lieu of surrender, and if the cash value is still demanded, a suggestion is made that, before releasing the company from the liability which the policy represents, the insured appear before an examiner for a medical examination to ascertain if his physical condition justifies his reducing the value of his net estate by the amount represented by the face of his policy. I recall one case in the Memphis agency when that suggestion resulted in

the insured's retaining \$20,000 of term insurance (on which the cash value was necessarily small) which later was converted to ordinary life—and, I may add, is still in force.

Here, again, we call on the original agent or our local agent for assistance by means of a personal interview, sending him a copy of our letter to the insured. If a city policyholder, the matter is taken up with him in person either by the original agent, if here, or someone in the office. A good many of these I attend to myself when it is possible to do so. If surrender can not be prevented, a personal call often leads to new business to replace the old, either immediately or later.

#### Watch Loans as Breeder of Lapses

We all know that a policy, the full reserve of which is used as a loan, is more apt to lapse than a policy with an equity sufficient to carry over one or two premiums. It is the practice of my office to always suggest to the policyholder applying for his full loan value, that the next premium be deducted from the loan, even though that premium may not be due for several months. If the policy is on a quarterly or semi-annual basis, we endeavor to have the premiums deducted to the next anniversary date at least. That gives the policyholder, who is evidently making the loan to cover an emergency that requires all of his immediate funds, additional time in which to adjust his affairs and place himself in position to continue his premium payments, and it is not often that this suggestion is not followed. If this can be done without anticipating the additional loan value created by the premium or premiums paid in advance, so much the better. For then you have the premium paid prior to its due date as well as a small reserve remaining in the policy.

A loose-leaf record of all terminations is kept in my office under the various headings of "Lapses and Surrenders," "Death Claims," "Term Expirations," etc. This record is a yearly record.

Early in January of this year I had all of the lapse and surrender cards for 1924 pulled and wrote letters to each of those old policyholders suggesting that, as some time had passed since the policy had terminated, circumstances now might justify further consideration to the matter of restoring the policy to good standing, or replacing it with new insurance, as might prove more advisable. Copies of these letters I turned over to my agents for personal calls, with the view either of reinstating the policies or replacing them with new insurance. The result was rather disappointing. Only one attempted reinstatement resulted—I say "attempted" because the man proved to be uninsurable. However, the turning over of those old lapses to agents did result in developing several good prospects for new insurance. This was an experiment on my part, and it is my plan to try it again this next year, for it seems to me that it is a mistake to entirely lose track of our one time policyholders, as they have a potential value from a new insurance standpoint as well as that of reinstatement.

#### Home Office Aid Saves Many Cases

The substantial cooperation given us by the home office is an important factor in our efforts to obtain a favorable persistence. The splendid service which we get in the issue and clearance of policies, and the prompt and careful attention given to change of beneficiary requests, the consummation of loans, and all other matters in connection with the year to year progress of the policy, creates the impression of efficiency and integrity which our company so well deserves. The personal touch which I think means so much in our business enters there too, for there is the letter from our president to the new policyholder telling him as plainly as our newly adopted company motto itself—"We are met on the broad pathway of good faith and good will." The letters

from our conservation section to those of our policyholders whom we have reported as lapsed, are excellent. They have a particular value because they come direct from the home office to the policyholder, and in my agency the work of the conservation department has resulted in the reinstatement of several policies which we had given up as hopeless.

#### Must See That Agents Are Well Trained

To summarize what I have said, working toward a favorable persistence it is our duty as general agents to see that our agents are sufficiently well trained to sell policies in kind and amount on a basis that will give us the much desired foundation of well sold and satisfied policyholders, and that each agent understands the value to himself to his policyholder, his general agent and the company, of holding the business so placed on our books.

#### Canadian Life Agency Officers Meet

The sixth annual meeting of the Canadian Association of Life Agency Officers was held recently in London, Ont. J. G. Stephenson, superintendent of agencies of the London Life, occupied the chair.

Exceedingly interesting discussions took place on subjects of special interest to all agency executives, after which the members were entertained by the officers of the London Life.

Officers for the ensuing year were elected as follows: Chairman, E. J. Harvey, North American Life, Toronto; honorary secretary-treasurer, W. C. Leslie, Manufacturers Life, Toronto; secretary-treasurer, J. O. Galloway, Imperial Life, Toronto; executive committee, A. Butler, Great West Life, Montreal; C. S. Tweed, Ontario Equitable Life & Accident, Waterloo; J. W. Simpson, Sun Life, Montreal; W. H. Blackstock, Phoenix Assurance, Montreal, and M. B. Farr, Montreal Life, Toronto.

# A. M. Griffin,

## State of Missouri Representative

**N**ATURALLY you are ambitious, you want to succeed—get ahead—but you are from Missouri and want to be shown.

A. M. Griffin has our proposition and is fairly itching to present it to you. He has been showing men from Missouri for a comparatively short time, and that it is well received is shown by the fact that he has built up a powerful and successful agency force for the Peoples Life in this territory.

#### Now He Wants Now

#### Agents and District Managers

If you are qualified, and would like to work with him and the Peoples Life "the company with a future for you," communicate with him at once, addressing the Home office.



Chicago, Illinois

*There is a future for you  
in the "Show Me State"  
with The Peoples Life*